

Hybrent Case Study

From Startup Momentum to Market Credibility, Integration Leadership, and IPO Readiness

The Opportunity

Hybrent operated in one of the most complex and overlooked categories in SaaS—healthcare procurement.

- Low-interest category with high operational impact
- Long, trust-driven sales cycles in a risk-averse industry
- Heavy dependency on integrations (ERP, EMR, vendor networks)
- Limited brand awareness in a fragmented non-acute and post-acute market
- Growing need for compliance, auditability, and financial transparency

Bottom line:

The product solved real problems—but needed **credibility, connectivity, and a category-defining narrative** to scale.

My Approach

I focused on positioning Hybrent as the **premier procure-to-pay platform for non-acute healthcare**—by aligning brand, partnerships, integrations, and sales execution into a unified growth strategy.

Built the Category Narrative

- Developed a clear brand position as a **complete procure-to-pay ecosystem**, not just a purchasing tool
 - Created marketing collateral, campaigns, and sales assets that translated complex workflows into **financial, operational, and compliance outcomes**
 - Elevated messaging to resonate with CFOs, operators, and clinical leadership
- Established Hybrent as a **strategic platform in a fragmented market**

Forged High-Impact Strategic Partnerships

- Worked directly with the company president to solidify a co-op partnership with one of the largest global med/surg suppliers

- Concepted and directed a commercial campaign to support the partnership and expand market visibility
- Positioned Hybrent as a **technology layer that enhanced supplier value—not competed with it**

→ Turned partnerships into **credibility accelerators and demand drivers**

Turned Integrations into a Competitive Moat

- Spearheaded integration positioning and execution with platforms like Sage Intacct and Epic Systems
- Led efforts around EDI and XHTML vendor connectivity to streamline procurement workflows
- Positioned Hybrent as the **central system of record across vendors, finance, and clinical operations**

→ Made connectivity the reason customers chose—and stayed with—Hybrent

Expanded into Long-Term Care (LTC) as a Growth Engine

- Led positioning strategy for LTC facilities, focusing on:
 - Charge capture for residents
 - Inventory accountability
 - Cost control and reimbursement visibility
 - Developed targeted messaging and campaigns specific to post-acute workflows
- Contributed to the acquisition of **100+ new LTC clients** during tenure

Drove Enterprise Credibility Through Compliance

- Spearheaded evaluation and cross-functional efforts toward HiTrust and SOC II certification
 - Bridged marketing, product, and technical teams to translate compliance into **market-facing trust signals**
- Elevated Hybrent from emerging vendor to **enterprise-ready platform**

Embedded Marketing Inside Revenue

- Delivered 100+ sales presentations, RFPs, and executive-level pitches
 - Built sales enablement systems that improved pipeline quality and close rates
 - Partnered directly with sales to refine messaging based on real buyer objections
- Marketing became a **core driver of revenue—not just awareness**

The Solution

A full transformation from startup positioning to scalable, enterprise-ready platform:

- Category-defining procure-to-pay narrative
- Integration-first strategy across ERP, EMR, and vendor ecosystems
- Strategic partnerships that expanded credibility and reach
- LTC-focused growth strategy unlocking new market segments
- Compliance-driven positioning for enterprise trust
- Sales-integrated marketing engine tied directly to revenue

The Outcomes

- Positioned Hybrent as a **leader in non-acute and post-acute procurement software**
- Established integration infrastructure as a **core competitive advantage**
- Secured high-impact partnerships that expanded market reach
- Drove significant expansion into LTC, including **100+ new clients**
- Increased sales effectiveness through aligned messaging and enablement
- Achieved enterprise credibility through compliance initiatives
- Supported sustained growth leading to **profitability and IPO readiness**

Bottom Line

Aligned brand + partnerships + integrations + market expansion

→ Transformed Hybrent into a credible, connected, and scalable healthcare SaaS platform