



CASE STUDY

Improving Managed Long-Term Care Through Technology



"Professional, enthusiastic, knowledgeable, and committed team from Fox MC. Very encouraged!"

- Ashwin Koleth, CEO

Client Profile

Cyrus-XP is a health information technology company founded on strong social values that seeks to improve healthcare quality for all individuals through advanced technology. Cyrus-XP offers consulting services and the Lychee software platform as a service. Lychee is for the Medicare and Medicaid dual-eligible segment, providing care managers, patients and caregivers with a solution to integrate all technology aspects needed to efficiently provide Managed Long-term Care (MLTC).

The Project

Cyrus-XP engaged Fox Management Consulting (Fox MC) to develop a five-year strategy and corresponding business plan for Lychee, a health information technology solution for long-term care organizations. Fox MC was tasked with examining Cyrus-XP's current market in New York, identifying expansion opportunities in Pennsylvania and Florida, evaluating the addition of claims adjudication functionality to Lychee's current product offerings, and exploring pricing strategies for Lychee.

Recommendations

Fox MC identified the following for the success of Lychee:

- Internal Operations: Recruit staff for technology support, application development and sales.
- Sales and Marketing: Execute sales and marketing strategy in the state of New York, currently the best suited market for Lychee given current political, financial, and competitive trends.
- Funding: Grow the business through angel investors who provide the capital investment needed to develop applications attractive to MLTCs.
- Mobile Applications: Develop mobile applications to achieve a strong customer base.

Results

Fox MC's results provided a focused Lychee market growth plan and prepared Cyrus-XP to achieve funding from potential investors.