

SWS Consulting – Capabilities Overview

Helping Tech Succeed in Senior Living

SWS Consulting partners with innovators building technology for older adults, caregivers, and senior care environments. We work with startups, vendors, and investors to help their solutions succeed in one of the most complex, underserved, and relationship-driven markets in healthcare.

Whether you're bringing a new product to market or scaling your presence across regions, we provide the strategic guidance, industry insight, and hands-on support to accelerate your growth.

What We Do: Core Capabilities

1. Go-to-Market Strategy

- Comprehensive assessment of market readiness across product, messaging, and distribution
- Stakeholder mapping to define influence chains inside SL orgs (e.g., EDs, clinical ops, IT directors, regional execs)
- Competitive landscape analysis and positioning refinement
- Cohort segmentation by community type (IL, AL, MC, SNF) to tailor GTM pathways
- Design of launch campaigns, pilots, and phased rollout blueprints
- Tactical support for messaging alignment, pricing models, and ideal customer profile development
- Ongoing feedback loops to refine GTM through operator engagement and field learning
- Alignment of sales/marketing motion with conference cycles, budget seasons, and buying behaviors

2. Pilot & Operator Engagement

- Co-development of pilot criteria with target operators, inclusive of business, care, and operational outcomes
- Support for internal pilot playbooks, success metric tracking, and early rollout communications
- Engagement strategy for site-level adoption including ED/GM influence and front-line buy-in
- Pilot offer design including implementation guides, support resource plans, and post-pilot conversion incentives
- Scheduling frameworks and tools to manage multi-site or multi-state rollouts
- Debriefing and feedback integration protocols to refine product or positioning
- Evaluation of site-specific workflows, system integrations, and staff bandwidth for pilot readiness
- Alignment on data collection and storytelling plans to enable broader scale and credibility

3. Messaging & Value Translation

- Audience-specific messaging development (Exec, Regional, ED, Clinical, IT, Frontline, Families)
- Collaborative workshops to reframe technical features as care-oriented benefits
- Development of full messaging stack including: elevator pitch, one-liners, proof points, and FAQs
- Executive storytelling support: vision, mission, and competitive narrative crafting
- Revision of sales decks, funding decks, and demo flows to align with SL mental models

- Creation of marketing assets that reflect operator outcomes: e.g., turnover reduction, net promoter lift, occupancy impact
- Simulation-based pitch coaching to refine voice, tone, pacing, and stakeholder targeting
- Ongoing testing and iteration of messaging in live sales and pilot settings

4. Distribution & Channel Strategy

- Evaluation of owned sales capacity vs. partner-enabled distribution for efficient growth
- Mapping of SL ecosystem influencers (GPOs, associations, consultants, peer referral networks)
- Development of indirect GTM infrastructure including commission models, MDF programs, co-branded collateral
- Enablement tools for distributors including use-case scripts, objection handling, and pipeline reviews
- Strategic targeting and prioritization framework for regional, national, and multi-state groups
- Direct sales coaching and process refinement including ICP qualification, MEDDIC/BANT fit, and SL-specific objections
- CRM structure advisory for long-cycle SL deals (touchpoints, follow-up cadence, multi-contact workflows)
- Go-to-market OKRs and accountability structures including dashboards, weekly syncs, and stakeholder visibility

5. Strategic Partnerships

- Partner landscape mapping based on target customer access, ecosystem alignment, and reputation
- Outreach strategy and materials for association engagement, conference presence, and cross-promotions
- Facilitation of co-selling or joint pilot opportunities between tech vendors and provider groups
- Evaluation of potential EHR, CRM, or analytics tool integrations that enhance operator value
- Negotiation support for co-marketing, preferred vendor listings, or regional endorsements
- Brand alignment evaluation to ensure mission and values match across partnership opportunities
- Planning for PR, event speaking, and collaborative publishing to reinforce brand credibility
- Development of MOU templates, pilot co-sponsorship agreements, and lead attribution protocols

6. Team Enablement & Advisory

- Immersive training workshops on senior living org charts, budgets, pain points, and solution categories
- Foundational education on regulatory structures, staffing models, and resident populations
- Embedded advisor support for execs and functional leads (Product, Sales, Customer Success)
- Sales script development for outbound campaigns, demos, and procurement calls
- Cross-functional alignment facilitation between Product, Ops, and GTM teams
- Design of repeatable onboarding systems for internal hires focused on SL
- Founder/exec coaching around communication with investors, boards, and care audiences
- Availability for ad hoc advisory support during launch moments, scale milestones, or pivots

Who We Work With

We serve mission-driven companies, investors, and care organizations who believe in better tech for aging:

- Healthtech & aging-tech startups building for care and community
- AI, analytics, and SaaS platforms entering aging markets
- Vendors expanding from healthcare, home care, or wellness into SL

- Mid-market operators seeking a scalable tech strategy
- Investors backing aging innovation portfolios
- Care organizations exploring innovation partnerships or pilots

We tailor engagements for organizations at various stages:

- Pre-seed to Series B venture-backed teams seeking product-market fit and early traction
 - Growth-stage companies entering senior care as an expansion vertical
 - Established vendors refocusing GTM efforts toward long-term care or post-acute settings
 - Investor-backed platforms requiring strategic advisory on scaling distribution or partnerships
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Why Senior Living? Why Now?

Senior living represents a \$475B+ industry undergoing a generational shift. Demographics and economics are driving demand, but staffing crises, outdated infrastructure, and fragmented technology leave massive opportunity for innovation. The need for scalable, person-centered, tech-enabled solutions has never been greater.

Key reasons to focus on senior living:

- Aging population: 10,000+ people turning 65 daily in the U.S.
- Workforce pressures: operators seek solutions that reduce administrative and staffing burdens
- Regulatory shifts: CMS, state regulators, and associations are signaling increasing tech expectations
- Competitive differentiation: operators need tech partners who improve satisfaction, revenue, and care outcomes

SWS bridges the gap between those building innovation and those on the front lines delivering care.

What Makes SWS Different?

- We combine operational empathy with GTM precision: we know what it takes to build trust and traction
 - Our team has walked both sides: startup operators and provider-side executives
 - We don't deliver generic frameworks — we embed into your workflow, culture, and goals
 - Our approach is outcome-driven, efficient, and tailored to your exact growth stage
 - We build your internal team's muscles while driving external momentum
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How to Work With Us

Engagement formats:

- **Strategic Retainers** – Month-to-month support covering GTM, pilot design, partnership development
- **Project-Based Engagements** – Focused sprints for readiness audits, sales enablement, positioning refreshes
- **Fractional Leadership** – Temporary GTM, Head of Partnerships, or Strategy Lead to augment internal bandwidth

- **Workshops & Bootcamps** – 90-minute to full-day training for SL sales, operator engagement, or market immersion
 - **Readiness Audits** – Deep diagnostics of product, messaging, and sales process for SL alignment
 - **Executive Advisory** – 1:1 founder or leadership support as you grow in the senior living space
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Let's Build Your Senior Living Strategy

Ready to accelerate your traction and credibility in senior living? Let's talk.

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 www.swsconsulting.us

