



## Frank Dieffenbach

Company Owner

# Healthcare Market Consulting

### Industry:

Healthcare consulting company

### Location:

Germany

### Challenge:

Assist hospitals, physicians and dentists in optimizing their internal processes for creating quality management procedures, selecting appropriate IT-solution support, and streamlining business management workflows.

### Toolkit:



### Solution:

**ConceptDraw MINDMAP** to initiate healthcare projects. The intuitive brainstorming user interface works really well to kickoff detailed projects.

**ConceptDraw PROJECT** is well integrated with ConceptDraw MINDMAP saving lots of time when setting up a project.

**ConceptDraw PRO** makes reporting easy, and is very useful for sharing status updates with clients.

### Benefits:

ConceptDraw Office is used as a comprehensive planning tool to facilitate brainstorming and execute ideas and potential strategies with customers by using the interactive and well integrated ConceptDraw MINDMAP and ConceptDraw PROJECT software products. Gantt chart creation enables the delegation of multiple tasks to multiple team members.

Frank Dieffenbach Beratung im Gesundheitswesen is a consulting company with 12 years experience in the healthcare market. The German healthcare market is very competitive with service providers being under enormous pressure to perform efficiently. The clients in this industry require business management solutions that can be analyzed and implemented in a short period of time with minimum interference.

*"Quality results come quickly, which is what our customers appreciate and expect."*

*- Frank Dieffenbach  
Company Owner*

The challenge that Frank Dieffenbach Beratung im Gesundheitswesen faces in such a high impact industry, is achieving efficient and detailed insight into their clients' needs without being disruptive to their current processes. Once the client's needs have been determined the suggested business solutions must be presented, rolled out and communicated in an easy to understand, yet detailed way.

Frank Dieffenbach, owner-manager of the Frank Dieffenbach consultancy states, "The ConceptDraw Office solution, caught my interest because of the three incorporated project management applications that are included in ConceptDraw Office. Having ConceptDraw Pro, MINDMAP, and PROJECT in one complete package was an obvious solution to the important requirement of analyzing client processes, needs and describing their workflows."

Mr. Dieffenbach continues, "The biggest benefit I've encountered when using ConceptDraw Office, is the smooth interaction and integration between ConceptDraw MINDMAP and ConceptDraw PROJECT. I can discuss ideas and potential strategies when meeting with my clients, while keeping track of ideas in ConceptDraw MINDMAP, to later create an overview of what we have discussed. Later, I can then create a Gantt chart in ConceptDraw PROJECT and quickly delegate the defined tasks to project team members. Everyone receives a detailed To- do list and we can all immediately begin our work without wasting any time. Quality results come quickly, which is what our customers appreciate and expect."

"Having ConceptDraw Pro, MINDMAP, and PROJECT in one complete package was an obvious solution."

"Preparing, performing, and transforming client analysis into highly effective business management workflows, is completed in half the time with the same level of quality as our previous solution when we started using ConceptDraw Office." ■

For more information about Frank Dieffenbach Beratung im Gesundheitswesen:  
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