

DocCare

From building the DACH market to a group-wide mandate

Business Development • Market Entry • Executive Sales • Stakeholder Management • DACH Expansion • BPO



AT A GLANCE

Client:
DocCare (NL), part of KMM Group

Schwadtke Projects:
Executive Director DACH (Interim)

Mandate period:
October 2023 – ongoing

Mandate:
Business setup and development

Focus areas: Market entry, business development, executive sales and stakeholder management

Target market: Insurance industry in DACH

Target clients: Private health, pet and general insurers

Target audience: Board members, managing directors and relevant decision-makers

01 THE SITUATION

DocCare (DC) has served the insurance industry for more than 50 years and processes over 30 million documents each year. In the Netherlands, the company is the market leader with a 95% market share. In the German-speaking market, DocCare started from zero: no presence, no references, no contractual framework and no network of decision-makers.

02 THE CHALLENGE

The insurance market is heavily regulated and driven by trust. For foreign service providers, GDPR, DORA, certifications and European data hosting are basic prerequisites. Many insurers also rely on in-house processes and remain cautious about working with third-party providers. Without references and a solid network, access to relevant decision-makers is barely possible.

03 THE APPROACH

- **Market analyzed:**
Examined competition, pricing and target clients, and developed the market entry strategy on that basis.
- **Market presence built:**
Developed and implemented targeted communication and marketing measures — including direct outreach to the decision-maker level.
- **Basis of trust created:**
Set up and ran the Berlin / Düsseldorf offices, expanded the product portfolio and put in place a German contractual framework for regulatory requirements.
- **Executive selling delivered:**
Held boardroom conversations, delivered presentations to senior leadership, and initiated pilot projects and partnerships.

04 THE RESULT

- ✓ **DocCare DACH built:** Established a local operation with a dedicated team and partners.
- ✓ **Executive access secured:** Built relationships with leading insurers — including 8+ board-level meetings.
- ✓ **Market viability proven:** Secured two pilot projects validating the business model.
- ✓ **Partnerships established:** Won licensing partners and built strategic industry relationships.
- ✓ **Mandate expanded:** Confirmed at ownership level and extended to KMM Group.

FROM CASE TO YOUR BUSINESS

For a foreign provider, DACH market entry means building many things at once: sales, marketing, IT, data protection and legal, plus local presence and availability. Schwadtke Projects bundles these functions and makes your company operational from day one — with an organization that opens up the market, builds the business and wins customers. At DocCare, this model still holds today.

DOCCARE IN SHORT

- 01 Mandate without a foundation**
Started as Executive Director DACH in October 2023 — without presence, references or network.
- 02 Strategic groundwork laid**
Analysis of market, competition, pricing and target clients as the basis for the market entry strategy.
- 03 Market entry implemented organizationally**
Opened local offices and established the organizational, legal and administrative foundations.
- 04 Functional areas staffed**
Brought in the required capabilities through recruiting and specialized partners from marketing, IT, data protection and legal.
- 05 Executive selling secured**
Held more than eight board conversations with decision-makers within a year.
- 06 Market viability proven, partnerships secured**
Agreed two pilot projects, won licensing partners and built strategic relationships.
- 07 Mandate at holding level**
The initial mandate was confirmed at ownership level and extended to KMM Group.

Endorsement

Patrick built our DACH business from the ground up and led its operational development with strong execution. We greatly value his experience and entrepreneurial judgment, and today we also involve him in strategic decisions at group level.
Johan Scherpenborg, CEO DocCare