Case Study - 3

uBiome

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**Introduction:**

Management is determined as a process through which a task is achieved for accomplishing the goals in order to be efficient in nature. uBiome has been facing issues related to improper billing practices, excessive marketing tactics and improper customer inducements. In filing of bankruptcy, the CEO acknowledged having specific business strategies that have operational flaws in questionable legality. The issues related to a lack of ability to scale onto the company. This study has demonstrated an outline of the main problems and issues associated with uBiome. The paper has also demonstrated an action plan for the main issues demonstrated by the company from uBiome.

# Problems:

# 1. Operational Flaws:

Diagram

Description automatically generated On filing the case of bankruptcy, the CEO made an acknowledgment of the operational flaws present in the business goals of uBiome. Such issues were related to the provision of billing practices, inadequate use of the network by physicians as well as an aggressive marketing tactic. This filing has led to the addition of specific information as fundraising pitches to have been deceptive tactics and ineffective use of customer encouragement based on the filing(Palmer & Weiss, 2022). The filing is generated to have additional information on uBiome’s principles of fundraising that might be confusing in nature (Khaled, 2019).

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Figure 1: Fish bone diagram

(Source: Created by author)

# 2. Distinguished results:

One former view that employers remarked is that uBiome’s reminds of the astrology that determines why one is facing a problem. The authors summarize into understanding that there are precise relationships between the human gut microbiome and disease remaining limited. The present understanding of the general relationships between human gut microbiome as well as diseases remains restricted. As such there are certain customers that acquire the bills with a sum of many dollars where the insurers can get reimbursement (Khaled, 2019). There are certain customers that receive bills totalling dollars based on declined reimbursement. Certain customers acquire most of the dollars based on reduced reimbursement(Fiske, Prainsack, and Buyx, 2019).

# Causes:

1. The main cause of the problem is that present and previous employees on Glassdoor have complained about a process that the senior management has restricted the ability to scale on the company. By determining an intimidation culture, employees are allowed to follow instructions rather than questions. The issues are misleading in nature and are likely to bring pitches that are falsified and wrong.
2. Consumers also express concerns related to disclosing romantic relationship that is impossible to comprehend (Moutinho, 2022). The filing added brings out specific information related to the pitches that might be misleading in nature. Based on the present understanding health insurance companies can make and predict health for reimbursement.
3. In the case of product reviews, the basic concern raised has been related to the impossibility of consumers to trace results that are almost impossible to comprehend. Here the doctors have doubts related to the utility of prescribed tests claiming results to have a present state of knowledge that is changing constantly and does not predict health in an accurate manner (Grosicki et al. 2020).
4. Consumers have laid out concerns related to the ability to interpret as well as test the results which are almost not possible to comprehend. There are certain doctors who have doubts related to the utility of the stated tests with practitioners claiming to have distinguished results(Otiono et al. 2019). Experts also noted that composition has been altering constantly and they cannot give predictions to the health.

# Action Plan

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| --- | --- | --- | --- | --- |
| **Action** | **Purpose** | **Outcome** | **Success Measure** | **Timeline** |
| **Bring a change in its culture** | * Enhance integrity and ensure scaling of the company. | The company needs to acquire spending and enhancement following instructions to answer the questions. | 1. Enhance product reviews of a company.  2. Express concerns related to contacting data impossible to comprehend. | 3 months |
| **Develop product reviews** | * Express concerns related to interpreting tests and results. | The product reviews will indicate how uBiome’s data is not easy to understand making necessary concerns. | 1.Assess the metrics for lead management through new information leads.  2. Address the requirements based on catering to the desires and wants of the target market. | 5 months |
| **Initiate proper consumer adaptability** | * Offer proper access to consumers related to the contribution of greater research. | The main outcome comes from the adaptability of customers with an on-demand appetite for microbiome analysis. | 1. Measure up the dimensions of ability, character as well as adaptability.  2. Build up the success for establishing the pace of rapid change. | 6 months |

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# Conclusion:

Therefore, from the above study, it can be stated that this study has highlighted the main causes and the problems associated with uBiome company. The main reason for the issue is the filing of bankruptcy by uBiome as a result of operational flaws and the inability to interpret the test. It is therefore needed for uBiome to implement a culture change within the organization and establish product reviews along with initiating customer adaptability.

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