



Developing a New Radiology Workflow Solution

PROFILE

CLIENT TYPE

- medical device/imaging
- medical diagnostics
- medical IT/eHealth
- multi-national
- start-up

PROJECT CATEGORY

MARKET RESEARCH

- custom market analysis
- competitive intelligence
- partnering analysis

MARKET PLANNING

- opportunity analysis
- marketing mix analysis
- pricing optimization
- customer satisfaction

BUSINESS PLANNING

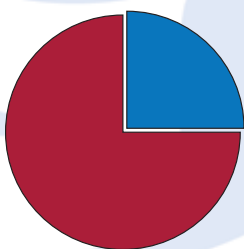
- concept testing
- business models
- business plans

MARKET

- USA/Canada
- Europe
- Asia

METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



BACKGROUND

This international medical device company believes that an opportunity may exist to develop and offer workflow tools that deliver images and supporting clinical data to the point of care. The firm plans to develop an array of workflow tools tailored to solving the problems found within an imaging department or center.

CHALLENGE

To review the need for workflow management solutions and provide an assessment of this concept including feedback on product requirements and the likely adoption curve.

SOLUTION

The Marketech Group assessed the needs, expectations, trends, and risks in healthcare by conducting two focus groups. In order to obtain a balanced feedback, participants were recruited from advanced care hospitals on the East and West coast. The Group also identified and assessed the existing competition and collected key data to quantify market segments and the opportunity.

IMPACT

The MarkeTech Group confirmed the need for workflow solutions by interpreting the responses from expert participants. Based upon this confirmation, senior management approved the multi-year development for an initial solution. The Group identified a valuable business opportunity that the market recognized six months following the conclusion of this project.



THE MARKETECH GROUP

USA
502 Mace Blvd, Suite 15
Davis, CA 95616
United States
Tele: (+1) 530-792-8400

EUROPE / FRANCE
11, avenue Alexandre Fleming
49066 Angers
France
Tel: +33 (0)2 41 88 41 44