



Concept Testing of Cardiac Quantification Software

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

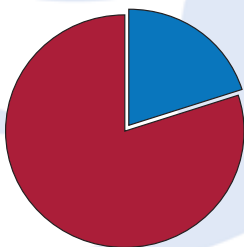
- concept testing
- business models
- business plans

MARKET

- USA/Canada
- Europe
- Asia

METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



BACKGROUND

A small European company that formerly focused on the dental industry decided to investigate a new "profit center in the radiology market. After distributing a post-processing workstation in the French market, the company built a strategic partnership with an academic center specializing in signal post processing. The client seeks to distribute the highly innovative software developed by this lab. The first software product provides 3D quantification of stenosis from ct/mr angiographies.

CHALLENGE

To test the concept of a clinical software tool using emerging modalities (cta/mra) and to forecast its adoption in the near future. In addition, to determine its potential competitive, advantage compared to the tools provided by the markets major players.

SOLUTION

The MarkeTech Group conducted in-depth interviews with opinion leaders in cardiovascular imaging in the French, German and American markets. The group's senior consultants identified customer needs for a post processing software tool that quantifies stenosis. These interviews also helped define the major barriers and drivers, and determined the key success factors for a viable product. The group also performed a competitive analysis to assess the level of expertise and competitive strengths of others in the market segment.

IMPACT

Results confirmed the opportunity for the company to build this new profit center. Company executives requested The MarkeTech Group to provide business development support by presenting the product to several sales targets. This effort is expected to last through 2003.



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