



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

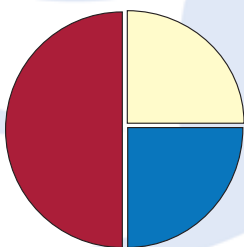
- concept testing
- business models
- business plans

MARKET

- USA/Canada
- Europe
- Asia

METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



Planning a Vertical Healthcare Business

BACKGROUND

With over 20 thousand employees worldwide, the European company is one of the eluding telecommunication companies in the world. The company has decided to increase its activities in the healthcare sector, focusing especially on information technology.

CHALLENGE

To evaluate the technological needs of French healthcare institutions. To determine which healthcare market opportunities are appealing for specific offers along with a healthcare go-to-market strategy.

SOLUTION

First, The MarkeTech Group conducted a series of expert interviews with several heads of departments (medical or administrative) and administered a forum of hospital CEO's. Following this stage, the Group was able to develop a hierarchical list of opportunities for the company. A quantitative survey then examined a selected promising opportunity in detail. Finally, the group identified 130 potential partners and conducted a due diligence process that resulted in 60 companies for potential collaboration.

IMPACT

The MarkeTech Group provided a list of twelve key opportunities for the company. The project developed the elements of a marketing mix and presented the necessary support information for the business plan. The partner research found the most suitable business partners, ready to distribute and/or integrate the company's offers for the final customers.



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