



## Market Planning of a Realtime Reporting 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

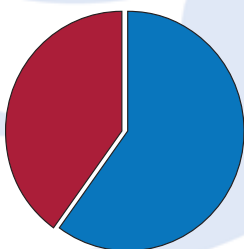
- concept testing
- business models
- business plans

##### MARKET

- USA/Canada
- Europe
- Asia

##### METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



### BACKGROUND

This international, VC-funded company established itself as niche leader in the endoscope market. The company discontinued designing and distributing endoscopes, and relied on its considerable knowledge of the surgical market to develop a hands-free surgical reporting solution. The system promised to reduce surgeon workload while expediting accurate coding. The system was in Beta test at several notable sites in the US and in Europe, but few sites used its full capabilities.

### CHALLENGE

To rank order the optimal market segments, to provide an unbiased assessment of the critical product requirements for the best segments, and to facilitate discussions with potential partners. Included with the work is a gap-analysis, to identify the missing elements in the company's current offer.

### SOLUTION

Initially, The MarkeTech Group provided a one-day consulting effort to frame the company's challenges and to provide a different perspective of their target market. Following that introduction, The MarkeTech Group performed in-depth interviews with key decision-makers in three potential target markets. Responses were combined with the Group's in-depth understanding of clinical IT systems to guide product design and marketing recommendations.

### IMPACT

Results were presented to the senior management team and to the Board of Directors. Findings clearly demonstrated that the current products did not appeal to the target market segments and that significant redesign was needed. Product redesign with an identified major potential beta site is underway. Discussions with several identified, leading companies is ongoing with the goal to develop sales and product partnerships during 2002.



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