



Evaluating a Tele-Health Technology Platform

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

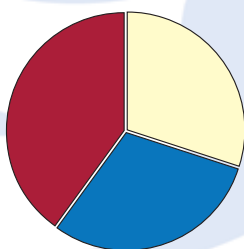
- concept testing
- business models
- business plans

MARKET

- USA/Canada
- Europe
- Asia

METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



BACKGROUND

The client is a Fortune 100 company with a large healthcare IT solution division. Heavily involved in telemedicine applications, the company's health corporate R&D group had developed a multi-media communication platform (MMCP) technology that was initially used in specific telemedicine pilot projects. The healthcare IT division decided to "spin-off" the MMCP project into an intrapreneurial business unit and to create a new profit center.

CHALLENGE

To explore the telehealth market opportunity for this MMCP technology and support the business planning process; As part of constructing the plan, there was a need to build a list of potential clients.

SOLUTION

In-depth interviews were conducted with executives at disease management companies, health systems, provider groups, home care organizations and health insurance companies. Subsequently two surveys were conducted to test the resulting marketing mix hypothesis in two different market segments.

IMPACT

The information provided to the client was instrumental in the creation of the business plan and the definition of the product and the optimal marketing mix. In addition, key partnering contacts were provided leading to key business alliances. This business unit was later merged with the main health IT division to reinforce the e-health/Telehealth offering.



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