



Cardiovascular Model for CTA, MRI, SPECT, and Echo

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

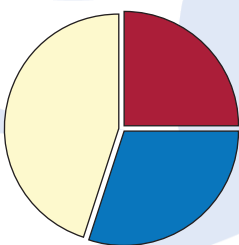
- concept testing
- business models
- business plans

MARKET

- USA/Canada
- Europe
- Asia

METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



BACKGROUND

The client is a large, privately-held multinational company with significant imaging business. The company seeks to predict the growth of CTA, MRI, SPECT, PET, and ultrasound/echo in cardiovascular applications for the US market.

CHALLENGE

Create a forecasting model using utilization scenarios based on clinical diagnostic workups. The model should be flexible enough in order to accommodate future updates of secondary data and to allow the client to change inputs (e.g. utilization, reimbursement, and technology improvement scenarios).

SOLUTION

TMTG designed a three-stage process to create the model foundation:

- 1) Focused on KOLs in order to predict technological changes in the cardiovascular modality of interest, and to create the validation for diagnostic workups in 12 different cardiovascular disease models.
- 2) Conducted a series of triads with cardiologists and internists involved in the patient care management of these 12 areas. The results provided baseline understanding of utilization on each modality and validation of clinical data.
- 3) Conducted a large-scale survey with 220 referring cardiologists and internists heavily involved in cardiovascular disease management. The results provided utilization data for each clinical workup, as well as conjoint-based individual preferences for modality and other relevant decision factors.

IMPACT

TMTG developed an Excel-based forecasting model that incorporated previous stages of primary data and large sets of secondary data (eg: census bureau and modality utilization data and disease prevalence data extracted from insurance claims databases). TMTG also provided a model, based on specific utilization forecasting for CTA and MRA, that allowed the client to plan for its tactical and strategic actions.



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