



Setting the Business Model of a Healthcare Portal

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

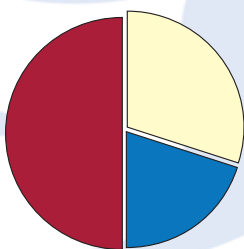
- concept testing
- business models
- business plans

MARKET

- USA/Canada
- Europe
- Asia

METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



BACKGROUND

This firm is a leading manufacturer of digitizers and computed radiology systems. Recognizing the need to diversify its product and service offering, the company's new CEO conceived of launching a radiology website, a portal designed to concentrate a broad array of information for imaging managers, radiologists and technicians.

CHALLENGE

Before embarking on this 'bet-the-company' concept, the CEO and the Board sought an independent assessment. Results would be the litmus test for the go, no-go decision and would establish the business case. If the business is to be launched, a go-to-market strategy needs to be created.

SOLUTION

The MarkeTech Group identified the key product attributes to test and the likely target audience. By interviewing radiologists and imaging managers from across the country, the group identified the specific issues to measure objectively. Nearly 300 radiologists and imaging managers were surveyed to quantify results and develop a general ranking of the site's most valued offerings.

IMPACT

Interviews confirmed the need for this web portal, provided that a sufficient array of offerings were included. The survey further supported the concept and suggested a pricing strategy according to a tiered approach (i.e., ranging from no charge for access to charging for high value information). The MarkeTech Group reported the results to the board of directors, who voted to strongly support the venture. Development of the site began immediately and was on-line six months after the project started.



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