



## Identifying Requirements for a Clinical IS Product

### 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

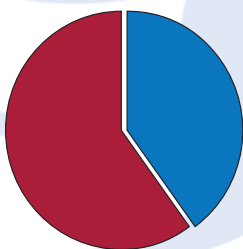
- concept testing
- business models
- business plans

##### MARKET

- USA/Canada
- Europe
- Asia

##### METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



### BACKGROUND

This large international company is a leader in hospital information systems. The company has products for every clinical and administrative area. The company recognizes the growing demand for integrating clinical information systems. Mergers have strengthened competitors and heightened the importance of making accurate decisions.

### CHALLENGE

To provide an unbiased assessment of the critical product requirements for the company's target market. These analyses must rank-order requirements by market segment and identify the missing elements in the company's current offer.

### SOLUTION

The MarkeTech Group identified and interviewed 33 high-level decision makers and executives in health systems, academic centers, and community hospitals around the country. Interviews followed a detailed questionnaire, designed to assess product needs and requirements, which included ancillary consulting services.

### IMPACT

Results highlighted the misaligned positioning of the current products and developed segmentation that contrasted with the company's traditional thinking. Report findings were presented to corporate top management who will use the work to catalyze a change in near-term product design. Marketing and sales managers reported being able to identify the needs of potential customers and improve results. Firm impact of this work will start to be available by year-end, 2002.



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