



## 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

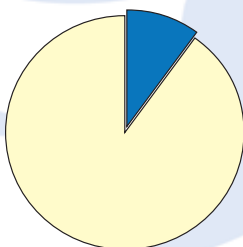
- concept testing
- business models
- business plans

### MARKET

- USA/Canada
- Europe
- Asia

### METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



## Partners research in Healthcare IT

### BACKGROUND

A non-profit association plans to develop telemedicine in a French region. The association sought to identify the key French industrial players capable of implementing a medical information exchange platform.

### CHALLENGE

To identify the targets skilled enough to add value to the project; to design a methodology within the budget and research constraints.

### SOLUTION

The MarkeTech Group designed a survey targeting more than 60 companies and received over 20 data points, far exceeding the expected response rate. The subsequent analysis and summary of the results provided a sound overview of French healthcare providers.

### IMPACT

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