



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

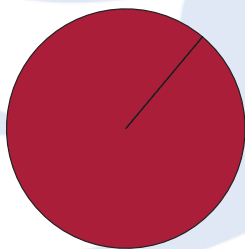
- concept testing
- business models
- business plans

MARKET

- USA/Canada
- Europe
- Asia

METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



Assessing opportunity of an oncology ppm software

BACKGROUND

The company is a large radio-isotope vendor with strong market presence in nuclear medicine and oncology. The company wants to vertically align and integrate its offering in oncology. They believed that a software solution could be a strategic market enabler and needed to assess the market opportunity for an oncology practice management system.

CHALLENGE

Due to budget restrictions, the company could not commission a full fledged market research study. Assessing the business opportunity for its software offering in key European countries was a critical first step before a potential product launch. The challenge was to determine the most economical approach to optimize a successful marketing plan.

SOLUTION

The MarkeTech Group selected a very cost-effective approach to test the market. Selective oncologist interviews were conducted in France, Germany, and UK to understand the competitive environment and customer requirements for a practice management solution. Secondary research performed in native languages was critical to sizing the potential market.

IMPACT

Based on this study, the company management was able to quickly re-assess its product plan and market plan. Germany was selected as the first country for introduction of this software product.



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