



## Evaluating Market Timing for a Messaging Solution

### 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

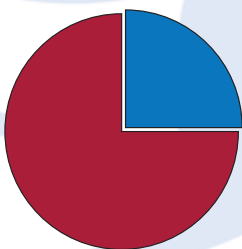
- concept testing
- business models
- business plans

##### MARKET

- USA/Canada
- Europe
- Asia

##### METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



### BACKGROUND

This company has developed and marketed a multimedia messaging and communication system for physicians and nurses in Europe. The system offers both synchronous and asynchronous communication using standard e-mail and net-meeting technology. An intuitive viewer accesses images in numerous formats, which makes first time use easy.

### CHALLENGE

This company wanted to introduce its solution to the US market. Three broad challenges existed:

- 1) to understand the US healthcare market.
- 2) to assess the market and proposed product offering, including the US market potential and the best target segment.
- 3) to develop an optimal marketing mix including a go-to-market strategy.

### SOLUTION

The MarkeTech Group first wrote a 45-page healthcare primer that included an industry overview, statistics, and charts showing the interactions among stakeholders. To meet the next challenges within the budget and time requirements, the Group conducted two case studies, one of a primary care practice owned by a health system and the other of an independent, three-physician office. Two senior partners observed and recorded the workflow process of these practices. Interviews with staff complemented the observations. A formal report was provided that included a need fulfillment and a concept testing analysis with specific go-to-market proposals.

### IMPACT

The Group developed a specific product development strategy. The company avoided a costly and disastrous US product launch and repackaged its offer to improve its positioning. As a result, the company developed valuable partnering relationships and successfully continued its market expansion.



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