



## Business Planning for a Decision Support System

### 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

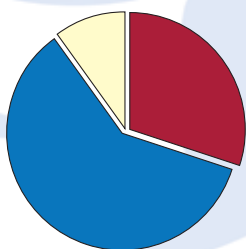
- concept testing
- business models
- business plans

#### MARKET

- USA/Canada
- Europe
- Asia

#### METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



### BACKGROUND

This venture-backed company has developed a computer-assisted diagnostic (CAD) program. This one-of-a-kind system is based on software licensed from a French technology institute. The system assists the nuclear physician in interpreting cardiac studies, thereby reducing the false positives that have long been associated with the modality.

### CHALLENGE

To develop the best sales and marketing strategy to maximize product acceptance. The company had to develop a reimbursement roadmap covering a broad range of payers.

### SOLUTION

The MarkeTech Group helped develop the sales action plan, a general pricing strategy (based upon reimbursement analysis, CPT, and HCPCS coding), and the optimal product positioning based upon competitive analysis. Interviews with numerous nuclear medicine physicians and managers were designed to gauge the demand for this software and its optimal marketing mix. Since reimbursement issues played a major role in the system's use, The MarkeTech Group worked with a billing expert to develop two different approaches: establish the CAD software as an independent procedure with its own CPT code and include the use of the software as part of the overall interpretation process.

### IMPACT

Based upon the results, the company has altered its original sales plan. The company now plans on marketing its CAD software using an ASP model to provide a web-based, pay-per-use service that can be used on a case-by-case basis in selective cardiology market segments.



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