



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

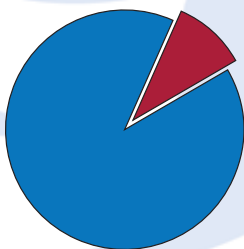
- concept testing
- business models
- business plans

MARKET

- USA/Canada
- Europe
- Asia

METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



Strategic Planning for a Cardiology IS Player

BACKGROUND

This company is a leader in cardiology information systems, particularly clinical data repositories (CDRs). While privately held, the company seeks to increase revenue to \$100 million in an increasingly competitive market, and be acquired or 'go public' by 2004.

CHALLENGE

To transition from an opportunistic small company to become a strategically focused cardiology IT company. By participating in the strategic thinking of the company during a corporate meeting, prioritize the broad market opportunities (size, growth, trends), and assist the company to position its offering to meet the needs of the fast-changing cardiology market.

SOLUTION

After reviewing internal draft business plans, The MarkeTech Group gathered customer feedback by holding structured discussions with company managers. Two senior partners actively participated in the annual strategic marketing meeting and provided real-time feedback to executives coupled with a broad industry perspective.

IMPACT

During this economical consulting session, The MarkeTech Group helped direct a strategic initiative that identified and focused on specific customer segments. The company admitted that it historically lacked any focus on different segments. The company recognized its potential bargaining position relative to much larger partners. Finally, the Group helped identify the next opportunity for the company, which is now being developed.



THE MARKETECH GROUP

USA
502 Mace Blvd, Suite 15
Davis, CA 95616
United States
Tele: (+1) 530-792-8400

EUROPE / FRANCE
11, avenue Alexandre Fleming
49066 Angers
France
Tel: +33 (0)2 41 88 41 44