



Developing a Vertical Strategy in Oncology

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

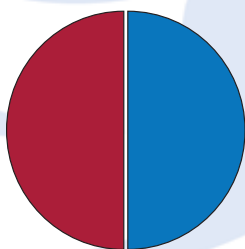
- concept testing
- business models
- business plans

MARKET

- USA/Canada
- Europe
- Asia

METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



BACKGROUND

The oncology groups are increasingly offering their patients a comprehensive service, from diagnosis to treatment and follow-up. In response, competitors are building disease-focused programs that link an array of products and services. This medical device company seeks ways to bolster its offer in the competitive oncology product world.

CHALLENGE

To define the mix of IT, medical device and consulting services that should be included in the offer to oncology centers and programs. Develop a customer segmentation that articulates the needs of each segment and ranks the opportunities.

SOLUTION

The MarkeTech Group conducted 48 interviews in the USA, France, Germany, and the UK. Initially, respected experts were interviewed to gain a high-level understanding of the trends, the principal drivers for new services, and the role of evolving technology. With this broad perspective, The MarkeTech Group then interviewed end-user clinicians and program directors. The Group conducted market intelligence work at a national conference and held a focus group in France. Secondary data collection augmented the primary research findings. The MarkeTech Group proposed a solution roadmap that leveraged the company's strengths by consolidating an array of offers into an integrated oncology offer.

IMPACT

Results from the interviews helped create customer segmentation that highlighted the opportunities, expectations, and needs of the market. The vendor has adopted the recommended strategy and is rolling out new solutions. It has also implemented an oncology disease management initiative and is considering recommended acquisition targets to broaden the offering.



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