



## 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

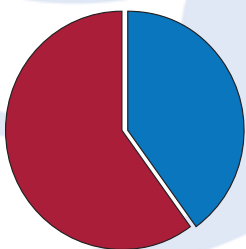
- concept testing
- business models
- business plans

### MARKET

- USA/Canada
- Europe
- Asia

### METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



## Market Planning for a Ultrasound Concept

### BACKGROUND

The company is a worldwide leader in ultrasound imaging. Through some breakthrough technology development the company's R&D believes it is in a strong position to create a paradigm shift in ultrasound imaging

### CHALLENGE

Although the company had performed in-house concept testing and produced various product design options, the product development team was unsure about the market potential and which concept would be most likely to create the optimal market demand.

### SOLUTION

The MarkeTech Group provided its technology assessment consulting and marketing research expertise. Working with the design team and the product leader, the Group organized concept testing sessions that brought together the clients with in-house ultrasound applications specialists and various physician groups.

### IMPACT

The ability of The MarkeTech Group to implement Technology Assessment methodologies applied to clinical and business planning was crucial for this concept testing exercise. The client benefited from the market planning recommendations which included product design selection, product positioning, and market prioritization.



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