



Evaluating Trends In Cardiac Perfusion Imaging

PROFILE

CLIENT TYPE

- medical 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

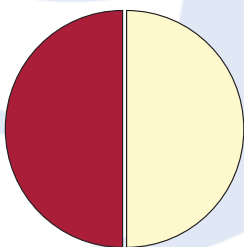
- concept testing
- business models
- business plans

MARKET

- USA/Canada
- Europe
- Asia

METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



BACKGROUND

The company is a world leader in nuclear imaging contrast agents. The company wants to re-evaluate the overall market space for cardiac perfusion imaging.

CHALLENGE

To understand market drivers and key technology trends across all imaging modalities, assess market restraints and reimbursement scenario. Quantify demand for perfusion imaging studies to forecast utilization within the next 5 years in 12 countries (G, S, I, F, B, UK, USA, CA, BR, JP, CH, AUS) across a portfolio of relevant imaging techniques.

SOLUTION

TMTG designed a two phase approach. Phase 1 focused on understanding the supply side and the influencing factors that will impact choice of modality and perfusion imaging utilization. Phase 2 was designed to quantify test demand and preference based upon KOL defined technological evolution and clinical utility for each relevant modality. TMTG created market simulators for 10 countries to estimate demand based on client defined parameters.

IMPACT

The company's marketing team was able to forecast utilization for perfusion imaging in different countries based on various reimbursement and supply scenarios. Established in 2003, the model is still being used today.



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