



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

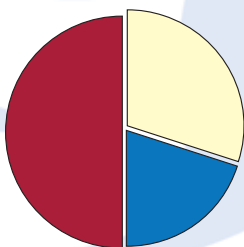
- concept testing
- business models
- business plans

MARKET

- USA/Canada
- Europe
- Asia

METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



Cardiology Market Segmentation for CTA, SPECT, and Echo Imaging

BACKGROUND

The client, a leading imaging OEM, would like to investigate the cardiology office market, relevant customer segments, and sales potential for CTA, SPECT, and Echo.

CHALLENGE

To provide “voice-of-customer” primary marketing research in the cardiology market and to help the client develop motivation-based segmentation schemes for the cardiology office market with respect to CTA, SPECT, and Echo equipment. The research should also provide an estimate of market potential and key purchasing decision criteria in respective segments.

SOLUTION

TMTG designed a study consisting of two phases. Phase 1 involved 20 in-depth interviews with a representative sample of cardiologists in different types of group practices. In Phase 2, TMTG administered a survey to 200 respondents. Specific analyses were conducted, such as perceptual mapping and cluster analysis. TMTG also delivered a segmentation tool to help sales representatives predict on a case-by-case basis the likelihood of the adoption of CTA.

IMPACT

TMTG was able to develop specific marketing strategies to each targeted segment. Initially focusing on messaging and channel, TMTG was able to use the profile tool to help predefine the relevant segments of both marketing and sales implementation levels.



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