



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

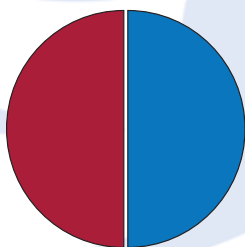
- concept testing
- business models
- business plans

MARKET

- USA/Canada
- Europe
- Asia

METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



Positioning a New Ultrasound Therapy System

BACKGROUND

This client is an emerging company that developed an image-guided focused ultrasound device potentially useful in treating breast and brain cancers. Other applications, like uterine fibroid treatment and LBS (lumpy breast syndrome), are also under development. The company is conducting clinical trials in the USA, Canada and EU for the breast and uterus applications.

CHALLENGE

To identify market priorities and the optimal roadmap for reimbursement for this new device in the US and Europe by assessing the clinical, business, and organizational factors that drive adoption.

SOLUTION

The MarkeTech Group interviewed clinical experts and stakeholders (leading community physicians, patient advocacy groups, and payers). These in-depth discussions identified the drivers and barriers for adoption. A reimbursement expert, provided by The Group, helped define the reimbursement challenges associated with the technology. The MarkeTech Group also conducted a case study at a French Cancer Center.

IMPACT

Results ranked the target applications by their costs and benefits, focusing the company's resources on the applications with the greatest potential acceptance. The company endorsed The Group's reimbursement strategy, which is aligned with the FDA approval process. The company also benefited from the identification and introduction to its first non-academic test site.



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