

Case Study: Children's Hospital Competitive Landscape

Challenge

Our client, one of the largest children's hospitals in Europe, wanted to better understand how it is performing against leading institutions globally. They wanted to explore three key areas: care delivery, research and financial performance.

Solution

GemSeek designed and implemented a holistic methodology including web scraping, desk research and qualitative interviews. We provided our client with full and robust picture of the competitive landscape and key players in it, allowing them to effectively benchmark their performance (both in terms of medical services offered, research activity and patient experience) against competitors and industry standards, as well as to identify opportunities for improving performance.

Results

The actionable insights and clear recommendations provided by our team were used to revise hospital strategy. Action plan was developed how to close the gap to key competitors in research and patient empowerment.

