



INDUSTRY TRENDS & COMPETITIVE PROFILING FOR BETTER STRATEGY

Project Background

One of our customers in medical devices needed valuable input on market & industry trends, regulatory environment, as well as competitive landscape for Healthcare IT platforms serving hospital administration and clinicians. These insights would determine the trajectory of our clients future developments in that area.

GemSeek's Role

GemSeek scoped and executed an in-depth qualitative study with key industry opinion leaders, developers of apps in the area, and clients of competitive platforms. We supplemented the findings from these with detailed secondary research. Overall, we delivered a cohesive snapshot of current market environment and future trends in the coming years.

Project Details

Some of the key questions the study answered are centered around:

- Identification and Snapshot of 5 key competitive platforms, incl 2 in early stage development – features, usecases, advantages and disadvantages, etc.
- Market Trends, Regulatory Environment and Industry trends for the next five years, focusing on US, UK, China.
- New opportunities and unmet needs of clients in the area.

