



RELEASING NEW TECHNOLOGY IN THE HEALTHCARE INDUSTRY

PROJECT BACKGROUND

One of our customers was exploring the opportunity of introducing new technology in Trans Esophageal Echocardiography, which could give a continued leadership position on image guidance for structural heart disease market. Our client wanted to understand the unmet customer needs and to design the future value proposition & business model for the new TEE device.

GEMSEEK'S ROLE

GemSeek provided recommendation for a quantitative study, intelligence and suggestions on research design, methodology, scope, target groups and segments, executed the research in 4 target geographies, delivering key insights and detailed breakdowns per segment, target group, institution type, etc.

PROJECT DETAILS

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

- ⦿ Unmet customer needs in the use of image-guidance for structural heart disease.
- ⦿ Key drivers and limitations of TEE and general anesthesia.
- ⦿ New opportunities related to pricing models.
- ⦿ Need for Echo cardiologist, dedicated US console and training/application support.

