

Children's Hospital Competitive Landscape

THE CHALLENGE

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

OUR 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.

THE RESULTS

GemSeek provided our client with actionable insights and clear recommendations. Based on these, the hospital was able to revise its strategy and attend to market gaps and untapped sweet spots. An action plan focused on improving performance and becoming a preferred choice versus key competitors in research and patient empowerment was developed.

