

Hospital Market Entry Strategy

THE CHALLENGE

Our client, an international hospital chain, was planning to expand in the MET market. They were looking to understand the market dynamics and in particular: the main players, the gaps in healthcare and resulting medical tourism, future plans and initiatives in the industry, the patients' journey, key decision drivers and unmet needs.

OUR SOLUTION

GemSeek deep-dived into the main competitors, their volume, focus areas, future plans, approach, offering and messaging to patients. We estimated the market volume potential per different specialties & patient groups, predicted future growth rates and provided intel on medical tourism (both inbound and outbound). We then conducted focus groups and interviews with patients to uncover how they made decisions with regards to hospitals, what they liked and disliked in competitors, and how could a new player differentiate.

THE RESULTS

GemSeek's insights enabled our client to design a successful market entry strategy, incl. brand message, targeting and proposition. Our client was able to fill in the market gaps and position in the sweet spot of gaining patients and being recognized as a top hospital.

