

# Market Analysis

## Part A

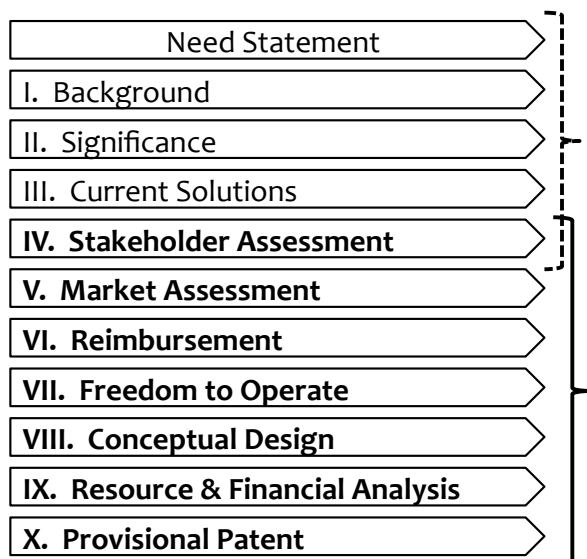


Bob Barnes and Marilyn Lombardi

**Duke**  
UNIVERSITY

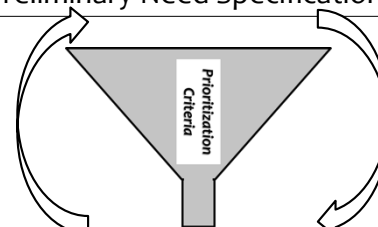
1

## **Need Specification**



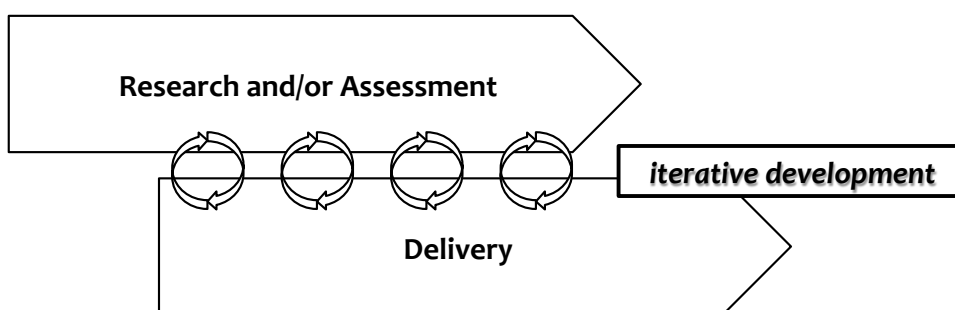
2

Preliminary Need Specification

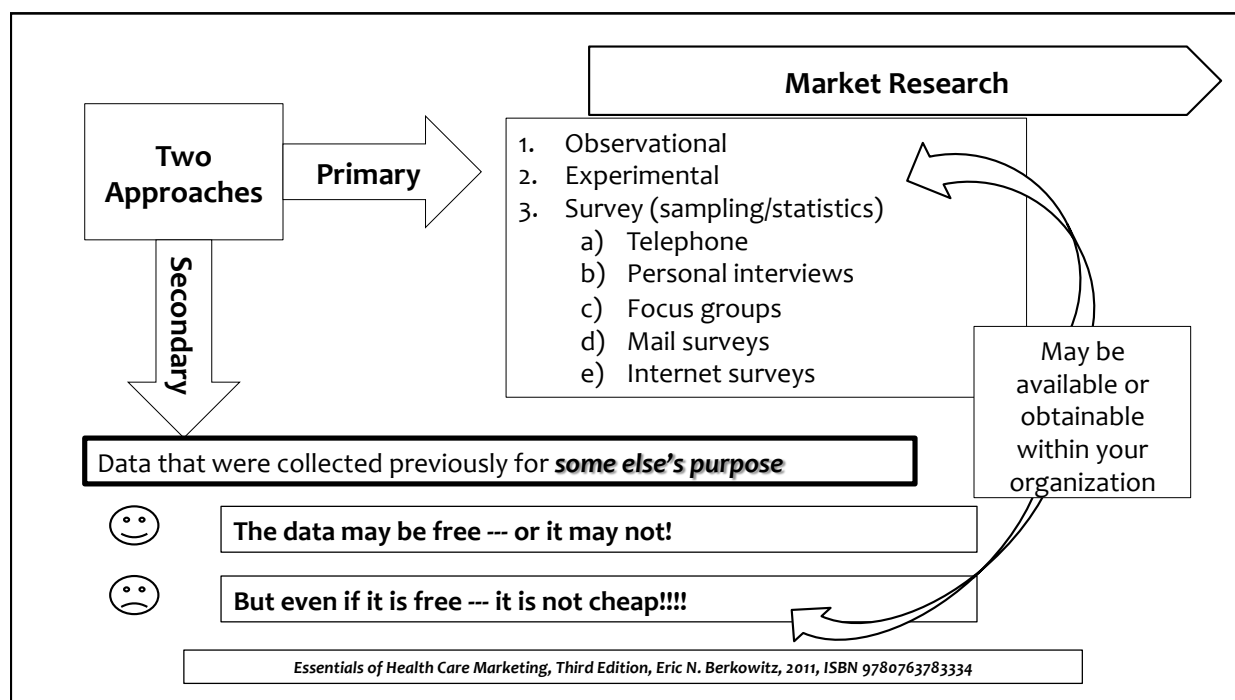


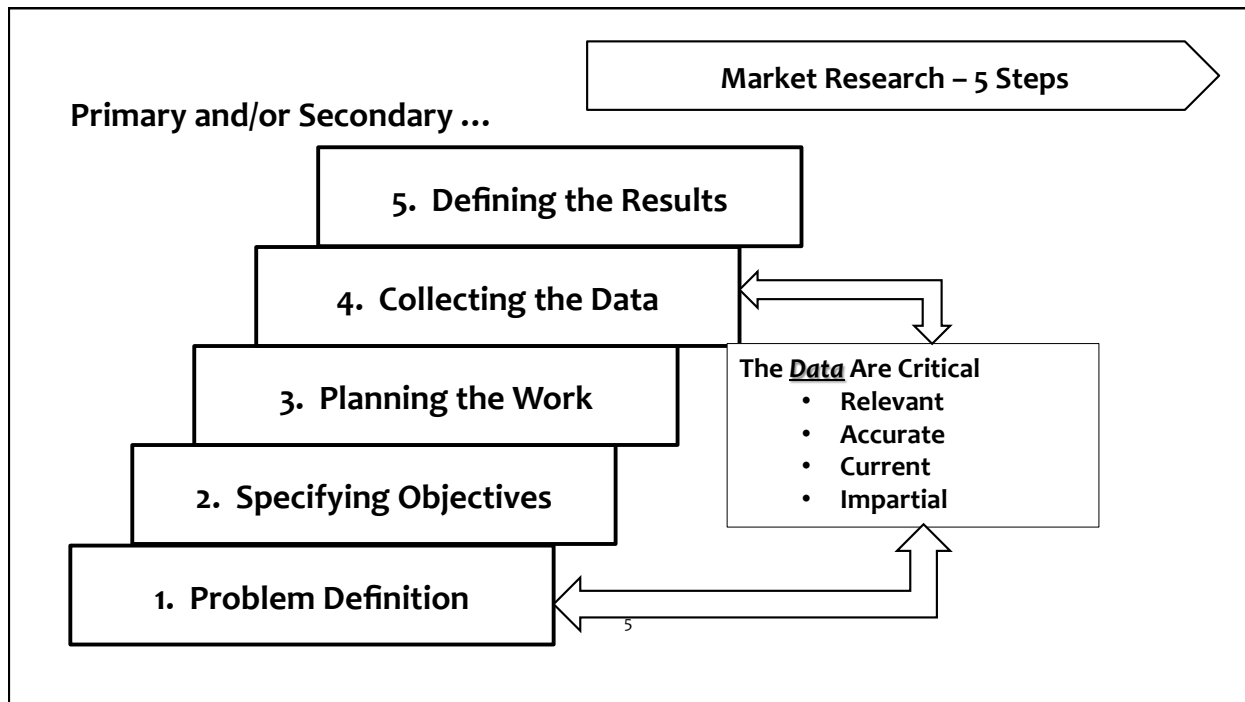
**Focus of Post Prioritization**

**Marketing** = “the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives”



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# Market Analysis

## Part B



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### Market Research – Sources

Professional Association	Website
American Heart Association	<a href="http://www.americanheart.org">www.americanheart.org</a>
American College of Cardiology	<a href="http://www.acc.org">www.acc.org</a>
American Lung Association	<a href="http://www.lungusa.org">www.lungusa.org</a>
American Mental Health Association	<a href="http://www.amhca.org">www.amhca.org</a>
American Cancer Society	<a href="http://www.cancer.org">www.cancer.org</a>
National Hypertension Association	<a href="http://www.nathypertension.org">www.nathypertension.org</a>
Pulmonary Hypertension Association	<a href="http://www.phassociation.org">www.phassociation.org</a>
Orthopaedic Trauma Association	<a href="http://www.ota.org">www.ota.org</a>
American Trauma Association	<a href="http://www.amtrauma.org">www.amtrauma.org</a>
American Association for the Surgery of Trauma	<a href="http://www.asst.org">www.asst.org</a>
American Stroke Association	<a href="http://www.strokeassociation.org">www.strokeassociation.org</a>
National Stroke Association	<a href="http://www.stroke.org">www.stroke.org</a>
American Association of Neurological Surgeons	<a href="http://www.neurosurgery.org">www.neurosurgery.org</a>
Arthritis Foundation	<a href="http://www.arthritis.org">www.arthritis.org</a>

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### Market Research – Sources

Professional Association	Website
American Diabetes	<a href="http://www.diabetes.org">www.diabetes.org</a>
International Diabetes Association	<a href="http://www.idf.org">www.idf.org</a>
American Spinal Injury Association	<a href="http://www.asia-spinalinjury.org">www.asia-spinalinjury.org</a>
North American Spine Society	<a href="http://www.spine.org">www.spine.org</a>
National Spinal cord Injury Association	<a href="http://www.spinalcord.org">www.spinalcord.org</a>
American Skin Association	<a href="http://www.americanskin.org">www.americanskin.org</a>
American Dermatological Association	<a href="http://www.amer-derm-assn.org">www.amer-derm-assn.org</a>
Infectious Disease Society of America	<a href="http://www.idsociety.org">www.idsociety.org</a>
American Association of Clinical Endocrinologists	<a href="http://www.aace.com">www.aace.com</a>
American Association of Endocrine Surgeons	<a href="http://www.endocrinesurgery.org">www.endocrinesurgery.org</a>
International Association of Endocrine Surgeons	<a href="http://www.iaes-endocrine-surgeons.com">www.iaes-endocrine-surgeons.com</a>
The Endocrine Society	<a href="http://www.endo-society.org">www.endo-society.org</a>
National Kidney Foundation	<a href="http://www.kidney.org">www.kidney.org</a>
Renal Association	<a href="http://www.renal.org">www.renal.org</a>

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## Market Research – Sources

Useful Online Market Sources – <http://www>.

- [cyberatlas.internet.com](http://cyberatlas.internet.com) – internet trends and statistics with a section devoted to health care
- [pewinternet.org](http://pewinternet.org) - (search – health care) ongoing research on consumers' health care issues and internet use
- [jmir.org](http://jmir.org) – Journal of Medical Internet Research – articles on Internet-related communications and health care
- [harrisinteractive.com/news/newsletters\\_healthcare.asp](http://harrisinteractive.com/news/newsletters_healthcare.asp) – Harris Poll sites on health care
- [actionoi.solucient.com/security/default.aspxhealthleaders.com](http://actionoi.solucient.com/security/default.aspxhealthleaders.com) – commercial data base (Thomson Reuters) - Solucient studies addressing health care
- [clickz.com/stats](http://clickz.com/stats) – information about internet and its users from consumers to e-commerce
- [adage.com/section/american-demographics/195arbitron.com](http://adage.com/section/american-demographics/195arbitron.com) – reports on demographic trends in the United States
- [compuserve.com](http://compuserve.com) – provides access to databases of business and consumer demographics, government reports plus articles from newspapers, newsletters, and research reports

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## One of Many Syndicated Market Research Organizations

National Research Corporation – Health Care market Guide

<http://hcmg.nationalresearch.com/public/AboutNRC.aspx>

### Products and Services

Patient Experience Surveys  
Resident and Family Surveys  
Employee Commitment and Satisfaction Surveys  
Hospital Governance  
Medical Leadership and Physician Engagement  
Community Needs Assessment  
Marketing Performance Measurement  
Health Risk Assessments

### Patient Outreach and Surveys

2 million hospital patients surveyed annually  
500,000 long-term care patients surveyed annually  
500,000 healthcare employees surveyed annually  
500,000 senior risk assessments conducted annually  
300,000 households surveyed annually for TICKER

### Clients

2,000+ hospital facilities  
6,000+ long-term care providers  
Numerous leading managed care providers

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## One of Many Health Care Blogs

Truven Health Care Analytics

<http://blog.truvenhealth.com/2012/10/study-hospital-employees-less-healthy.html>

### **Study: Hospital Employees Less Healthy, Cost More Than General Workforce**

Today, we released a new whitepaper: *10 Steps to Developing a Culture of Health for Hospital and Health System Employers*, which outlines unique healthcare challenges faced by hospital workers and offers a framework for population health management in the hospital setting. The research paper found that hospital employees are more likely to be diagnosed with asthma, obesity, and depression, and those with chronic conditions are more likely to be in the “at risk” or “struggling” categories. Hospital workers and their dependents are also 5 percent more likely to be hospitalized than the overall U.S. workforce ...

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## Consulting Reports

Deloitte Consulting

[http://www.deloitte.com/view/en\\_US/us/Insights/centers/center-for-health-solutions/](http://www.deloitte.com/view/en_US/us/Insights/centers/center-for-health-solutions/)

### **The Medical Home: A Solution to Chronic Care Management? Insights into reducing overall health costs**

There is widespread recognition that the U.S. health care system falls short in its efforts to effectively manage chronic conditions. Currently, 45 percent of the population has a chronic medical condition. Among the Medicare population the statistics are even worse: 83 percent have at least one chronic condition and almost a quarter have at least five co-morbidities.

A good starting point for reducing U.S. health care expenses overall is to implement a long-term strategy to reduce the costs associated with unmanaged chronic conditions. "The Medical Home: Disruptive Innovation for a New Primary Care Model," a new paper by the *Deloitte Center for Health Solutions*, part of Deloitte LLP, offers a strategic perspective on this potential solution to address the challenge of chronic care management.

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## Consulting Reports

McKinsey Consulting

[http://www.mckinsey.com/client\\_service/healthcare\\_systems\\_and\\_services/](http://www.mckinsey.com/client_service/healthcare_systems_and_services/)

**Fee-based services could help hospitals provide better care for all patients.**

**FEBRUARY 2004 • Maria A. Gordian and Paul D. Mango**

US hospitals are struggling to meet rising demand. Among health care facilities with at least 300 beds, 90 percent are at or over capacity. Most of them can't finance more beds, because of a low debt rating, and in any case an acute nursing shortfall is constraining their ability to admit more patients. This capacity gap has adversely affected the speed of delivery as well as the availability and duration of appointments with physicians. Yet in every problem lies an opportunity. For US nonprofit hospitals, a new study suggests, the disparity between supply and demand and the attendant decline in service levels have boosted the number of consumers willing to pay more for better service ...

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## Institute of Medicine

<http://www.iom.edu/>

Established in 1970, the IOM is the health arm of the National Academy of Sciences, which was chartered under President Abraham Lincoln in 1863. Nearly 150 years later, the National Academy of Sciences has expanded into what is collectively known as the *National Academies*, which comprises the *National Academy of Sciences*, the *National Academy of Engineering*, the *National Research Council*, and the *IOM*.

**Medical Devices and the Public's Health: The FDA 510(k) Clearance Process at 35 Years**

Released: July 29, 2011

Type: Consensus Report

Topics: Public Health, Quality and Patient Safety

Activity: Public Health Effectiveness of the FDA 510(k) Clearance Process

Board: Board on Population Health and Public Health Practice



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# Market Analysis

## Part C



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## Example – Market Analysis

*“There is a need to reduce the time gap without monitored vital signs from the operating room to the post-operative area!”*  
(anesthesiology)

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### Assessment – (a) Total Market Size

No.	Key Questions
1	How many prospective patients?
2	On average how much does treatment cost?
3	What are the growth trends?
4	What evidence is there confirming or conflicting with the answers to the above?

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### Assessment – (b) Segmentation

No.	Key Questions
1	How is this market <i>typically</i> segmented?
2	Are these typically patient or provider based segments?
3	What is the size of each segment: numbers and revenue
4	What are the strengths and weaknesses; benefits and problems with the <i>typical</i> segmentation?
5	For the product or service under consideration would an alternative segmentation be valuable? Recommendations?

Assessment – (c) Competition	
No.	Key Questions
1	Who and/or what are the companies/alternatives?
2	What are the competitor products or services?
3	How are these companies, products and services different from each other?
4	What part of the market does each competitor serve? i.e. what is their market share?
5	For those products not currently in the market: a. Where are they in their development; i.e. what stage? b. When are they expected to receive approval? c. How much will each treatment cost?

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