

Case: A healthcare technology startup wanted to conduct an assessment of potential go-to-market strategies for their AI analytical patient recruitment tool

DeciBio Tailored Approach:

Secondary Research:



- Conducted an **analysis of clinical trial recruitment tools & services**
- **Reviewed** existing guidelines and recruitment benchmarks across several therapeutic areas

Primary Research:



- Conducted **telephone interviews with R&D directors, clinical trial managers, and technology KOLs** to gather insights about current levels of utilization of patient recruitment tools, satisfaction, unmet needs, and anticipated trends
- Gathered feedback on a product profile to evaluate:
 - Potential use cases and optimal product adoption pathway
 - Feasibility of “marketplace” model for the service and associated pricing and revenue models

Quantitative Analysis:



- Used interviewee feedback to create a custom lead scoring model to assist with identification of potential partnerships and collaborations

Outcomes:

- DeciBio delivered an in-person presentation to a cross-functional client team, with the results of the analysis input directly into the client’s strategic planning

Project Summary

Industries:	<ul style="list-style-type: none"> • Healthcare Technology • Pharma
Topic:	<ul style="list-style-type: none"> • Clinical Trials • Patient Recruitment
Project Components:	<ul style="list-style-type: none"> • Competitor assessment • Data mining • Voice-of-customer research • Strategy recommendations
Project Timeline:	<ul style="list-style-type: none"> • ~8 weeks
Geographic Scope:	<ul style="list-style-type: none"> • U.S

By the Numbers

>5

Go-to-Market
Strategies Evaluated

10

Stakeholders
Interviewed

50

Pages

>100

Secondary Documents
Evaluated