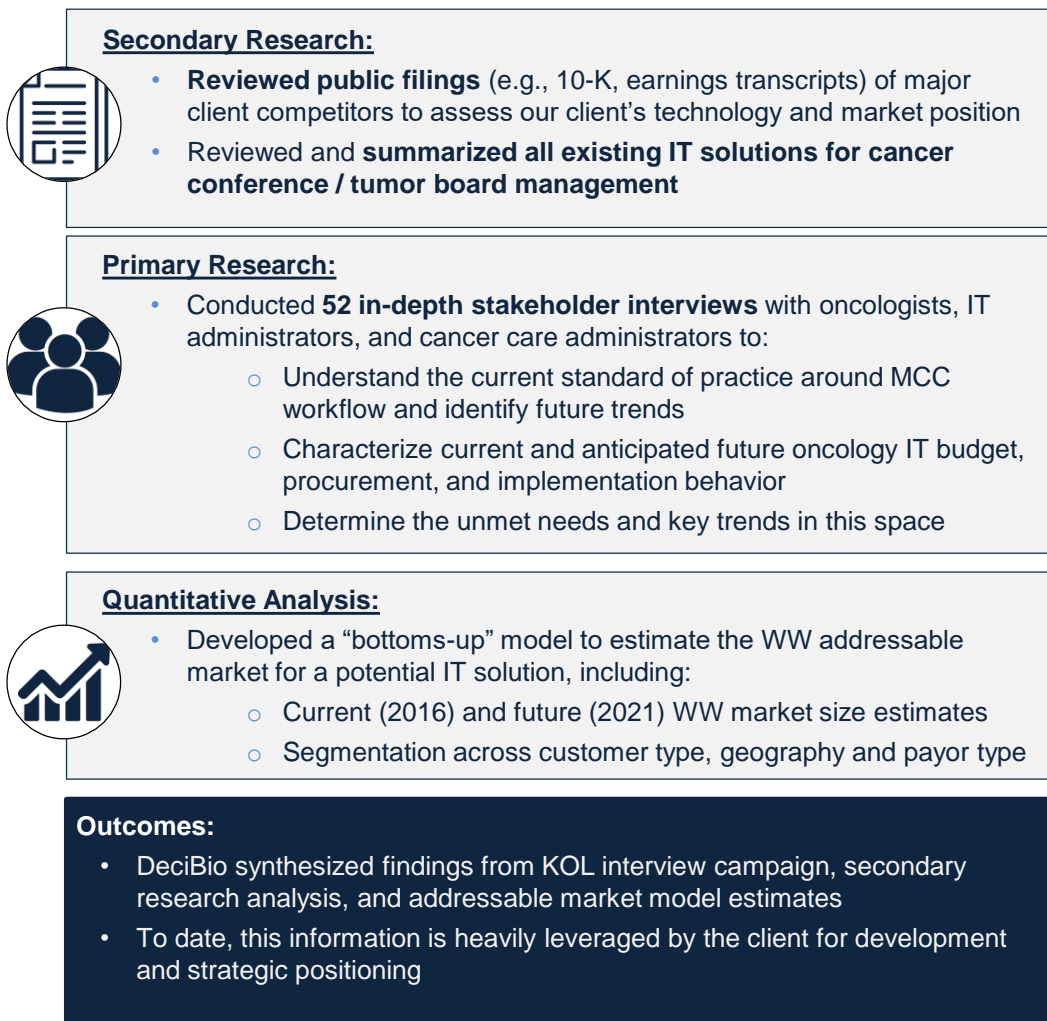


Case: A leading pharmaceutical & clinical diagnostics manufacturer wanted to understand the market opportunity for a novel multidisciplinary cancer conference IT support solution

DeciBio Tailored Approach:



Project Summary

Industries:	<ul style="list-style-type: none"> Healthcare Technology / IT
Topic(s):	<ul style="list-style-type: none"> Tumor boards Oncology – standard of care
Project Components:	<ul style="list-style-type: none"> Competitor assessment Voice-of-customer research Market modelling User journey Strategy development
Project Timeline:	<ul style="list-style-type: none"> ~8 weeks
Geographic Scope:	<ul style="list-style-type: none"> U.S., EU-5

By the Numbers

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Stakeholder Interviews

4

Market Model Segmentations

8

Countries Researched and Modelled

10

Potential Scenarios Built into the Model