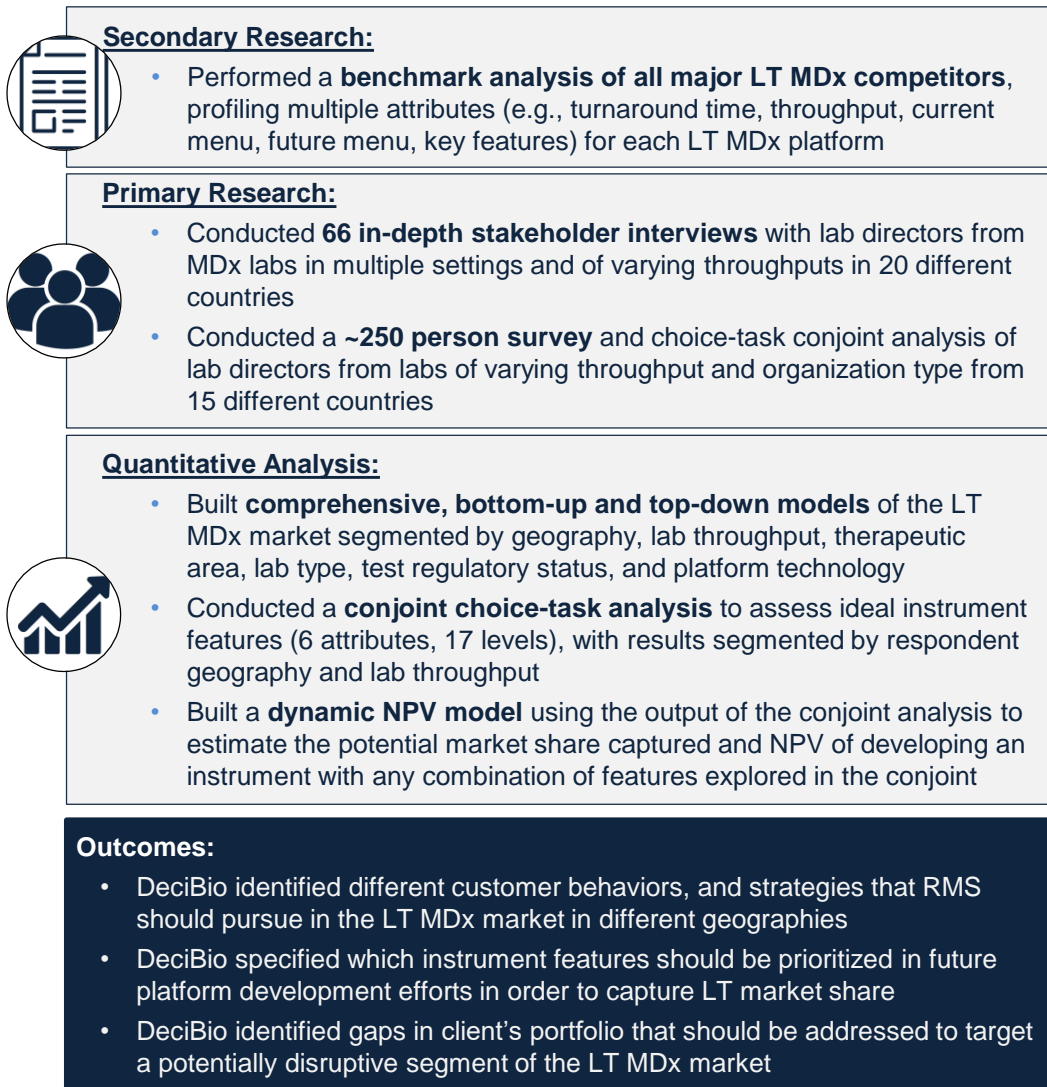


Case: A major diagnostics player wanted an assessment of the future market landscape for low-throughput (LT) molecular diagnostic (MDx) testing to develop a long-term platform strategy to address the future needs of this market

DeciBio Tailored Approach:



Project Summary

Industries:	<ul style="list-style-type: none"> Clinical diagnostics
Topic(s):	<ul style="list-style-type: none"> Molecular diagnostics
Project Components:	<ul style="list-style-type: none"> Voice-of-customer research Market modelling Conjoint analysis NPV analysis Country market profiles Strategy development
Project Timeline:	<ul style="list-style-type: none"> Phase I: ~10 weeks Phase II: ~13 weeks
Geographic Scope:	<ul style="list-style-type: none"> U.S., Canada, EU-5, Netherlands, Austria, Japan, China, Mexico, Brazil, Argentina, Chile, India, Vietnam, Thailand, Indonesia

By the Numbers

66

Stakeholder Interviews

~250

Stakeholders Surveyed

>15

Countries Researched and Modelled

16

Competitors Benchmarked