

Case: Our client wanted to assess the competitor landscape of clinical decision support (CDS) systems to understand how it could best position itself to win

DeciBio Tailored Approach:



Secondary Research:

- Performed a **benchmark analysis of 20 major CDS companies**, highlighting CDS products in development and on the market, capturing current CDS revenues and estimating its share of total revenues



Primary Research:

- Conducted **42 in-depth stakeholder interviews** with key stakeholders involved in the purchase of CDS systems from multiple settings across 8 different countries



Quantitative Analysis:

- Built **market model** of the current and future clinical decision support market segmented by geography, customer type, disease type, content model, solution type and component type
- Estimated the **current install base** of CDS systems in select geographies based on secondary research data, primary research and DeciBio analysis
- Created a **product database** of the relevant CDS systems among key competitors by classifying products on specific metrics to highlight common products and segment existing products by vendor types

Outcomes:

- DeciBio created a competitive landscape of key players in the CDS market including existing offerings, business model and market share by segment
- DeciBio identified the attractive market opportunities across multiple market segments including product category, customer setting and geography
- DeciBio recommended key internal activities in order for the client to compete effectively in the CDS market

Project Summary

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|----------------------------|---|
| Industries: | <ul style="list-style-type: none"> Health technology |
| Topic(s): | <ul style="list-style-type: none"> Clinical decision support |
| Project Components: | <ul style="list-style-type: none"> Voice-of-customer research Market modelling Market vendor profiles Product database Market trends Strategy development |
| Project Timeline: | <ul style="list-style-type: none"> ~10 weeks |
| Geographic Scope: | <ul style="list-style-type: none"> U.S. Canada EU-5 China |

By the Numbers

42

Stakeholder Interviews

20

Companies Profiled

8

Countries Researched and Modelled

200+

Products Profiled