



# **THE BEST HEALTHCARE MARKET RESEARCH STRATEGIES**

# TABLE OF CONTENTS

## ABOUT US

Learn more about Infiniti Research and our core services for various industries.

02

03

## INTRODUCTION

An introduction into healthcare market research and its importance.

## MEDICAL MARKET RESEARCH STRATEGIES

our list of the best medical market research strategies.

04

06

## CONTACT US

Get in touch to avail Infiniti's solutions for the healthcare industry.



# ABOUT US

Infiniti Research is a leading provider of actionable market intelligence and advisory solutions that help global organizations in entering, competing, and capturing maximum market potential. Our experienced market researchers follow highly tailored and proven methodologies to support clients with succinct answers for business decisions in areas including Market Opportunity Assessment, Emerging Market Planning, Benchmarking, Value-Channel Analysis and Customer Segmentation. With a team of 500 researchers spread across four continents, we can understand diversity in local behavior and business environment, overcome language complexities, proactively identify complex multi-level regulatory issues, and obtain high-quality information on private companies. By using Infiniti as your research partner, you can supplement and augment your internal resources on a flexible basis, increase the productivity of your team, and simultaneously cut costs. Our researchers have extensive experience in deep dive custom research and consulting assignments for over 100 Fortune 500 companies and numerous small and medium-sized companies across several industry verticals.

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INTELLIGENCE  
SERVICES**

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# Why conduct market research in healthcare?

In the United States, healthcare costs are on the rise like never before. Expenditures in healthcare are expected to reach close to \$4 trillion in 2019. Over 130 million Americans are known to suffer from chronic diseases including cancer, obesity, heart diseases, and mental disorder. However, the skyrocketing healthcare costs are prompting several people to opt out of healthcare programs as they are slowly becoming unaffordable.

This makes market research vital for healthcare companies. Market research will help healthcare brands to become successful in today's evolving environment, where personalized medicine and healthcare programs have become highly popular. The more healthcare players know about their target audience, greater are their chances to create platforms and communication avenues for their healthcare products and services.

Our market research team has spent years working with clients from the healthcare industry. Our market intelligence solutions are tailor-made to suit the requirements of companies in the healthcare industry.

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**The expenditure in healthcare is expected to reach close to \$4 trillion in 2019.**

# FOUR BEST HEALTHCARE MARKET RESEARCH STRATEGIES

Here are four types of healthcare market research that hospitals and medical companies should consider conducting on a regular basis:

## Consumer Market Assessment (CMA)

Consumer Market Assessment Research is a market research strategy that is designed to capture representative insights from consumers. As the industry is ever-changing, it is advisable for companies in the healthcare sector to conduct market research assessments on an annual basis. One of the key objectives here is to determine whether an expansion project such as ambulatory care center, outpatient center, or a service line within the hospital is feasible.



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## Physician satisfaction research

Physicians act as the spokesperson for the healthcare company and the key touch-point that the patient encounters. So, it is important to not overlook the physicians' experience and feedback. Some of the key objective of this market research is to - improve the work-life balance resulting in better patient experience, find effective ways to communicate with physicians, and discover new programs to support them.

## Ad testing

Healthcare advertising efforts involve huge costs in addition to the effort and time. So, several top healthcare companies have started integrating ad testing market research into every campaign. This is used to determine the most effective ad concept prior to the launch of a campaign. It also helps to determine whether the advertisements resonate with the target customers.

## Employee engagement research

Engaging with employees is a cost-effective way for healthcare companies to learn more about the reputation and customer experience of the company. This type of market research assessment is also a cost-effective method for companies in the healthcare sector.

## CASE STUDY

### **Infiniti's market research study helped reignite growth rates**

**The client:** A Fortune 100 company providing digital healthcare solutions and designs devices for the detection and treatment of medical disorders.

**Challenge:** The client wanted to gain comprehensive insights into the technologies and marketing strategies adopted by their peers.

**Solution :** By implementing innovative market research methods, the digital healthcare solutions provider was able to take the next step towards ensuring their brands' success.

**Read the full engagement here**





## **CONTACT US**

**We are here to provide you with more information, answer your queries, and offer effective solutions for your business needs.**

**Get in touch**