

KEY BEST PRACTICES FOR IMPROVING HEALTHCARE MARKET RESEARCH

ABOUT INFINITI

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. 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.

OUR CORE COMPETENCIES

Our core specialty lies in offering a complete range of competitive intelligence and research services and obtaining fresh market data through variety of primary research methods.

OUR VISION

We believe that the success of our clients will help us succeed. Our values reflect the thinking of the top management, which is to put our client's interests ahead of our own.

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INTRODUCTION

Healthcare today demands providers to step up the sophistication of prospect and customer communication. This is because modern customers are highly aware and demanding, thanks to the rise of technology and the increasing market competition.

Through healthcare market research providers must be able to learn more about their market, sell into the right hospital systems, and maintain their brand image, all while increasing revenue. Here are some of the best practices for healthcare market research to achieve this:





Gain unbiased data from credible sources

One of the best ways to learn about a target market is seek out troves of data (information, insights, education) from well-known and unbiased sources. To do this, providers need to commit to resourcefulness. They must go beyond just reading blog posts and attending webinars; although, it is still important to engage in that. But more importantly, they must search out the best data providers, the people with the most domain knowledge, and the thought leaders in the space.

Create right segments

Although healthcare providers may have data in hand and a database in which to operate, they will still encounter challenges. The main challenge of selling into hospital systems and appealing to the CIOs and the boots on the ground is that there is a uniqueness to every healthcare enterprise. It is not wrong to gather information from individual blogs and thought leaders, but here companies may reach a different conclusion than what the aggregated data reveals. So, use those resources as starting points for segmentation, but consider grouping hospital types by feature sets that might not immediately stand out. In other words, don't segment only based on bed size. Start with uncovering the organizational thought patterns of various hospitals. Understand their collective positions on issues. Understand their care models and what impacts their bottom line.

