

# **ABOUT INFINITI**

## 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.

**CONTACT US** 



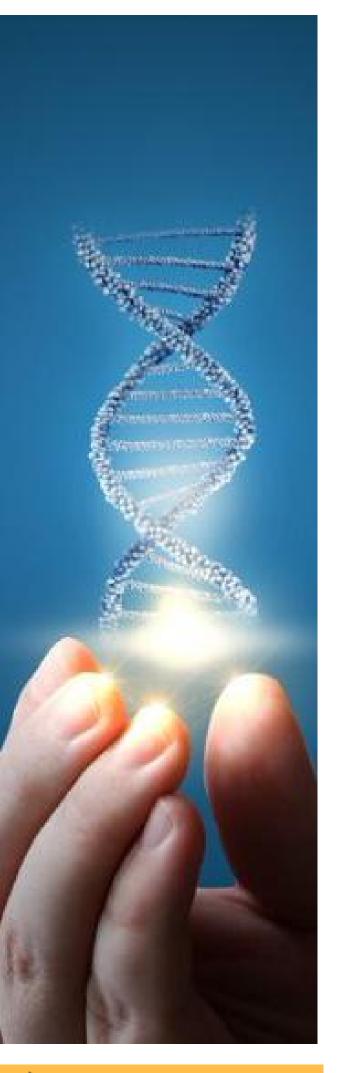
#### INTRODUCTION

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.



# Embrace complexities and roadblocks

Having a tremendous amount of information to compare hospitals and health systems based on various behaviors is a great bet for gaining true understanding of the particular challenges of a segment. Embrace the challenges and roadblock that come your way. Healthcare markets are not homogenous, but rather highly varied. Though the data points you have on each hospital will likely be similar, it is not right to assume that it will provide a clear picture of similarities with one simple comparison. Your market is sophisticated, complicated and curious. Your research methods should follow its lead.

Request a free brochure to learn how Infiniti's healthcare market research solution can help your organization

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