Understanding healthcare purchasing patterns

Business challenge

A global integrated pharmaceutical major wanted to understand the adoption pattern of drugs, IVD tests and diagnostic procedures and equipment usage across major hospital chains to protect market share and personalize product offerings for the Indian market.

Solution

Given the highly competitive nature of the healthcare market in India, Netscribes conducted a comprehensive market segmentation analysis. We combined a large participant usage survey with healthcare purchase criteria hypothesis testing to collect highly analyzable data. We also provided assistance with live tracking of hospitals across a host of competitive indicators.

Insights Gathered

Netscribes analyzed the survey results and inferred that three distinct hospital chains had the maximum propensity to buy the client's product offerings. Netscribes also gained a deep insight into the preferred healthcare purchasing decision patterns across all major hospital chains in India.

Benefit

Our analysis equipped the client with a comprehensive understanding of the landscape for adoption of diagnostic automation and purchasing criteria for equipment in the country. Additionally, the pharmaceutical major was able to identify the most attractive hospital chains for IVD products and engage these segments in the marketplace to drive acquisition.

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