



**"Partners in Business Health"™**

## MEASURING MARKET HEALTH

### Market Assessment

#### *Off-The-Shelf Data, Expert Interviews, And Quantitative Research*

**Commerce Health Consulting conducts market assessments** to help our clients understand opportunities for new product introductions, adjacent market entry, growth of existing portfolios, or just staying current and informed on the size and future trends of specific markets. Before developing a strategic plan, considering an acquisition, introducing line-extensions or new products, targeting specific demographics, or entering a new or adjacent market, it is imperative that businesses have a solid understanding of the market(s) they are targeting to enable sound decisions and ensure subsequent business success. At Commerce Health Consulting, we provide end-to-end solutions for assessing markets by employing; 1.) a thorough analysis of existing off-the-shelf market and industry data and research (public or acquired), 2.) in-depth interviews with category and market experts and thought leaders such as CEO's, CFOs, COO's, and heads of marketing, R&D, and sales, and 3.) primary quantitative research, when appropriate, to understand current and future purchase behaviors of consumers/end-users. In some cases, these assessments will also include qualitative research with consumers/end users to augment insights gleaned through other methodologies.

#### **An example of a market assessment conducted by Commerce Health Consulting:**

- **The Project:**
  - Determine the opportunity, required resources and optimal pathways for a non-US healthcare and medical device group to enter the US orthopaedic implant market.
- **The Approach:**
  - Ongoing debate over the cost of US healthcare continues to provide unique opportunities for acquisitions and consolidation, new market entrants, and innovations that deliver more predictable health outcomes at a lower cost. To help our client make informed, sound decisions about entering the US medical device market, Commerce Health Consulting conducted a meta-analysis of the most current industry data, relevant publications, and off-the-shelf market research studies. The insights from this meta-analysis were combined with a series of in-depth, one-on-one surveys with industry thought leaders to ensure an accurate depiction of the market and opportunity for our client.
- **The Outcome:**
  - Based on this project, our client recognized a very real opportunity to successfully enter the still-profitable US medical device market through small, selective acquisitions. The research led to a specific area of focus that would yield the greatest short-term success but would also ensure a platform for sustained growth and market share expansion. Our client integrated the insights provided by Commerce Health Consulting with their internal Team's diligence and analyses to move forward with formalizing a plan to enter the US market.

For additional information on conducting market assessments, please contact Commerce Health Consulting and we would be delighted to help...

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