

Case Study

Opportunities in the US Telemedicine Market



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About the Client



- A US-based professional services firm, providing strategic counsel and business advisory services
- Provides turnaround and strategic advisory to mid to large sized health and wellness companies

Client Objectives / Goals



- Gain insights on the US telemedicine market, looking at the key short and medium term initiatives undertaken by telemedicine companies
- Also, look at businesses that could be considered as competitors or potential partners for the client

Approach and Methodology

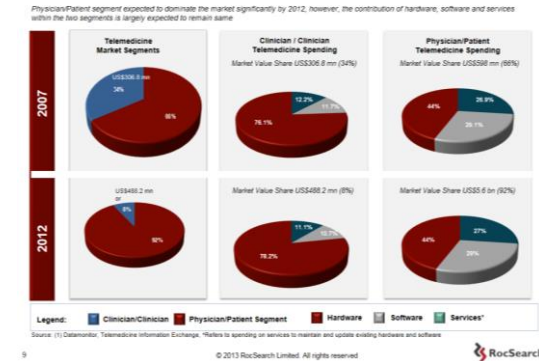


- Conducted an analysis of the US telemedicine market
- Leading telemedicine companies in the US operating at each level of the value chain were benchmarked to identify market leading differentiators
- Impact analysis was conducted for the market drivers to arrive at forward looking sectoral trends
- Presented the recommendations to the client on potential partnership opportunities

Sample Output



Telemedicine Overview



Results / Value-add



The insights and recommendations provided by RocSearch enabled the end client to strategise and engage in discussions with potential partners

A major outcome of the study was the identification of Bureau of Prisons (BOP) as one of the most prominent sponsors, driving telemedicine initiatives. This led to the end client requesting for a deeper analysis on BOPs across the US