



Case Study

Mapping the Installed base of Diagnostic Devices in Multiple Geographies for Medical Devices Company.

Client's Business Influence

The installed base of given diagnostic devices was provided to the Client in each of the desired geographies.

Project Scope:

One of the major Medical Device Company approached us with the requirement of mapping of installed base of diagnostic devices in multiple geographies.

Methodology/ Approach:

- MRI machine, CT scanners and X-ray machines to be mapped across the established geographies of US, EU 5 and Japan.
- In order to map the installed base of desired devices, a sample of hospitals was targeted for primary research
- In the desired sample of hospitals, the installed base of desired diagnostic devices was mapped through primary research.
- The sample of hospitals was then extrapolated to the universe of hospitals to map the installed base of the diagnostic devices
- 3 level QC+ to make sure provided information was accurate and consistent.