

# BUSINESS STRATEGY

## Mobile app strategy for a clinical decision support company

**Client:** Contracted with a boutique healthcare strategy consulting firm and assisted an engagement team serving a clinical decision support (CDS) provider

**Objective:** A leading provider of physician CDS tools sought help developing a business case for professional mobile medical apps. The case team required background market research to inform the business plan.

**Deliverables:** Primary and secondary medical mobile app research

**Results:** The client benefited from the following work:

- Overall mobile app market space - Market size, share, and growth rates for smart phones and tablets were provided. App research included: categories, downloads, pricing, revenue, and revenue models.
- Medical mobile app segment - An understanding of how the medical app segment fit into the overall market was established. Medical app segmentation work was also done.
- Value proposition - Customer demand for mobile medical apps was determined. Feedback on specific applications was solicited and new ideas were generated.
- Competition - The competitive environment for medical information services was evaluated.
- Risks & opportunities - Key issues such as device management and security, and mobile app integration with electronic health records were highlighted.

The market intelligence data was an important part of the overall strategic planning initiative. The strategy team structured its analysis on three focus areas: the competitive landscape for medical mobile apps, customer demand for these apps, and the clinical support provider's core competencies. Ultimately, a set of strategic options was developed and scoped.

