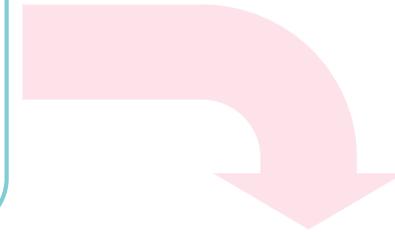


## Bespoke market segment analysis

### What the Client needed

Our Client was private, not-for-profit provider of specialist health care, working closely with and competing against the NHS to provide services for people with complex and challenging needs. For this project, research was required to provide the Board and key decision makers with evidence of the potential opportunity within four target segments. The aim was to deepen understanding of developments within the segments and help them position their own offering within the market. These were not areas covered by published market research and were competitive segments subject to a lot of change, where a current view was required.

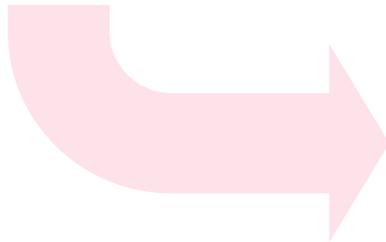


### Research Matters' approach

Here's what we did for each of the four target segments:

- Gained invaluable context from internal staff, who explained their provision and their ideas for improvement
- Examined in depth the specific factors driving demand for these services including gathering prevalence data, highlighting relevant national policy developments and service models, and extracting insight from local plans, funding and commissioning intentions
- Compiled a detailed view of the local and national provider market, covering both NHS and independent providers, focusing on new service enhancements and delivery models
- Identified, in partnership with the client, the key local and national competitors, then profiled their services, strategies and outcomes
- Mapped the provision to benchmark the strengths of competitor offerings and compare market positions with our client
- Delivered a final report for each segment, with the key implications and opportunities highlighted

Success depended on building a deep understanding of the client's work and priority areas; rigorous and deep desk research (in often obscure CCG board meeting papers!) to get current and relevant insights; and framing the analysis facilitate decision making.



### Client impact

- We identified some very real and current opportunities for the client to pursue immediately
- We provided a single, consistent and qualified view of market and competitive dynamics for each of the four target segments that was used as a basis for a 'strategy day'
- Our research was used as a tool to overcome internal knowledge silos
- Our client reported that *"we were delighted to work with Laura and Elaine on this inclusive project which started by involving staff. The research has been invaluable in enabling us to sharpen our focus and will most definitely influence our strategic direction."*

