



LUMERIC™ Project Summaries

Project Type:

New Product Assessment and
Market Entry Strategy

Sector: Healthcare Education

Company Size: \$2B+

Company Position:

Market Leader

Client Level:

President—Divisional

The Critical Decision:

Would a new online education program targeted at employees of integrated health systems fill a perceived unmet market need with its unique content and approach to delivery?

The Answer:

Yes, the majority of prospective customers expressed strong interest in the product as the programs they were currently using to address their educational needs were falling far short of expectations

The Discussion:

The client was a well established leader in providing educational programs, degreed and non-degreed, to healthcare professionals. Their new product concept offered a unique educational approach in an emerging area of content. Management was looking for validation of the concept and strategic recommendations for market introduction if the idea proved sound.

Through an extensive set of in-depth qualitative interviews with key education program decision makers in integrated health systems (CMOs, CNOs, Education and HR executives), Lumeric determined that there was a strong market need for the client's proposed product as existing options were not providing satisfactory outcomes. Lumeric also captured feedback that helped the client refine the offering and determine that the potential market was sizeable enough to justify a further investment in product commercialization. 