

Market Access

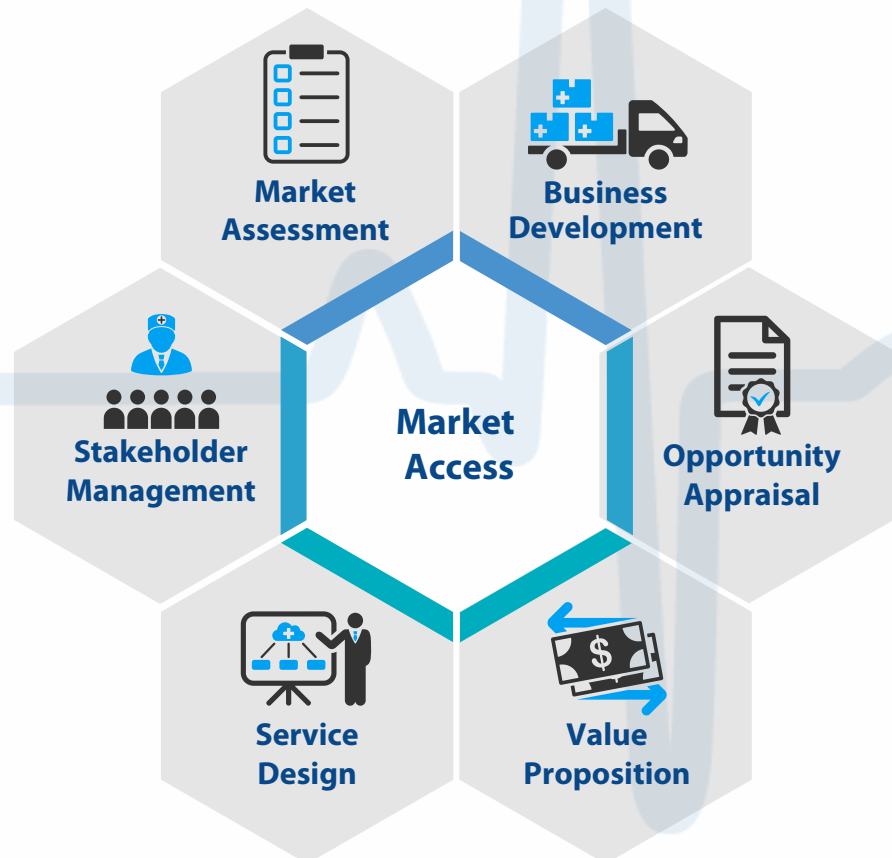
Commercial Advice

Asset Management



ALTHEA

Detailed Specialty-Based Market Analysis and Business Development Advice



## Project Description

Althea is one of the leading independent providers of integrated healthcare technology management. The group operates as an outsourced technological partner for the provision of managed services and multivendor maintenance of the entire medical equipment portfolio in public and private healthcare organisations.

Project was initiated by the request of Althea Board in view of the Group's overall strategy for development of differentiating medical equipment managed services solutions and propositions to the UK healthcare Providers.

HTS was asked to conduct an independent assessment of the current needs, trends and opportunities in specific market segments to inform development of new services and solutions by the Althea Group.

The work required a combination of detailed knowledge of the speciality-specific medical technologies and in-depth understating of the clinical pathways and operations in each speciality as well as astute commercial skills to assess the opportunities in the market.

## HTS' Role

HTS provided a detailed 360 degree market assessment, including:

- Evaluation of the existing Group's Managed Services strategies and operations;
- Detailed assessment of the market size and market trends;
- Investigation of the Med Tech trends and disruptors;
- Operational and clinical stakeholders' priorities and needs at all levels;
- Competition Analysis;
- Site visits and workshops;
- Detailed SWOT Analysis;

The output of this project was in form of a presentation to the Board, a detailed report and key recommendations that provide the Group with the valuable material to successfully develop and execute new business strategies and solutions.

**Client Benefit:** Detailed report resulting new business strategies for the Group