



LUMERIC™ Project Summary

Project Type:

Strategy Review

Sector: Healthcare

Company Size: \$1B

Company Position:

New entrant—US market

Client Level:

VP, Business Strategy,
Corporate

The Critical Decision:

Should an international market leader in providing medical marketing communications services enter the US market?

The Answer:

Yes. There is significant room in a fragmented market for the firm to establish a leading position in certain segments by leveraging its competitive strengths.

The Discussion:

The client, serving primarily pharmaceutical companies overseas, engaged Lumeric to analyze its prospects for entering the US market and to develop recommendations for doing so. Using both secondary and primary research, Lumeric sized, segmented and forecast the market; assessed the competition; identified opportunities offering growth; and evaluated options for successful market entry. Overall, Lumeric determined the client could leverage its well-recognized brand and expert knowledge in certain disease categories to capture significant share with select groups of customers. 