

A grayscale background image featuring a hand holding a pill on the left and a DNA double helix structure on the right. A red rectangular overlay is positioned in the upper left quadrant, containing white text.

Case Study

Sector Deep Dive on the Telemedicine Market in the US

About the Client

- The client is a US-based professional services firm providing strategic counsel and business advisory services to companies within the health and wellness domain

Business Objective

- The end client wanted to understand the prospects of the telemedicine market in the US
- The client wanted us to study the market, looking at key initiatives undertaken by telemedicine players, especially the ones that could be considered competitors or potential partners

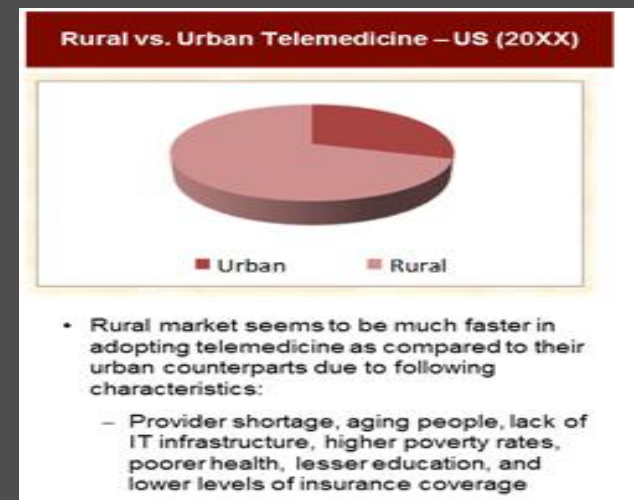
Results & Value Add

- RocSearch's insights and recommendation enabled the end client to strategize and engage in discussions with potential partners
- A key finding that Bureau of Prisons (BOP) was one of the major factors providing impetus to the growth, led to the end client requesting for a deeper analysis on BOP across various states in the US

Research Methodology and Approach

- The team developed an understanding of the market by researching various secondary databases, magazines and journals
- We analysed the evolution of the market, looking at the main trends and opportunities
- Next, we identified the value chain and studied the key players operating at each level of the value chain
- Finally, the recommendations were presented to the client on potential partnership opportunities

Screenshots



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