



inception associates

Research with results for Medical Service Provider

Client : UK Medical Services.

Project: To provide research into the NHS acceptance of and need for a specific medical service.

Actions: Our client needed to understand whether their proposed service was viable within the NHS.

A project scope was devised based around a GE matrix.

Using a database list, online forums and social media we set up a series of debates that allowed us to gain the information required to build up a report based around the GE Matrix. If we obtained a positive response from the research questions our researchers would send out information and pass on details .

Results: The project delivered the required information in the agreed format. It also provided:

3 meetings

11 request for information, which resulted in a further 3 meetings (other contacts are still being worked on).

All meeting were with PCT board members.

This allowed our client to prove the concept and create a pipeline under the same project.

Project Charging: A fixed cost research project was agreed, with defined outcomes and a full report.

Total project costs £13,000.00

Summary

Our clients benefited from a completed project that proved the business case and gave them a huge pipeline of potential contracts.