

Healthcare Industry Research and Strategy

Engagys Works with Our Clients to Accelerate
Future Corporate Growth

Engagys partners with health technology companies to create optimized brand architecture and positioning, buyer journey and customer experience mapping, and go-to-market strategy. Engagys has performed extensive primary and secondary research work across both the health plan payer and pharmacy market segments. Project deliverables have included business plans detailing opportunities for further penetration of the existing solution portfolios, net-new product and market innovations, and in-depth competitive analyses. Engagys' various research work has allowed our clients to address both immediate and long-term needs across various market segments.



We knew we needed a tenacious partner to help us expedite our research against an aggressive timeline. Engagys isn't afraid to do the heavy lifting to ensure success.

*Chief Product Officer, Health
Technology Company*

Engagys three-pronged approach

Engagys has managed each market research project with a combined approach that includes the execution of both primary and secondary research initiatives.



1. Targeted interviews

- Internal interviews with select stakeholders.
- External interviews with select industry subject matter experts and executives from relevant peer and competitor organizations.



2. Surveys

- Quantitative surveys with targeted industry executives to better understand market challenges and needs.
- Thorough evaluation designed to assess market size, willingness to pay, urgency and more.



3. Industry Analysis

- Industry analysis leveraging a combination of internal and third-party resources.
- Deep dive competitive analysis to understand competitor offerings and differentiators.

Project deliverables

Following all projects, Engagys provides a structured analysis of findings for all areas of focus such as:



Business planning outlines for all targeted initiatives including:

- Summary of customer challenges/unmet needs including the total available market size, pervasiveness, and urgency.
- Competitor landscape
- Distinctive competencies
- Product portfolio and strategic roadmap initiatives across 2-5 years
- Major risks to success



Deep competitive analysis including:

- Specific product offerings
 - Features/capabilities
 - Workflows/processes
 - Integrations
- Sales tactics and results (e.g., partners, revenues, barriers to purchase)
- Marketing tactics
- SWOT analysis



Comprehensive industry summaries including:

- Market overview and trends
- Market segments and key vendors
- Client landscapes
- Potential market opportunities and applicable use cases

Engagys B2B Solutions

Focused exclusively on healthcare, Engagys understands the strategies and practicalities needed for healthcare enterprises to reach their goals, and we do the work. We won't leave you with a PowerPoint deck and no further explanation. We design the flow charts, write the copy, produce the designs, configure the software, generate the leads, and train the team. And when you're ready, we'll hand over the keys. Our B2B clients service payers, providers, and employers with consumer health engagement-related offers.

[Learn more](#)