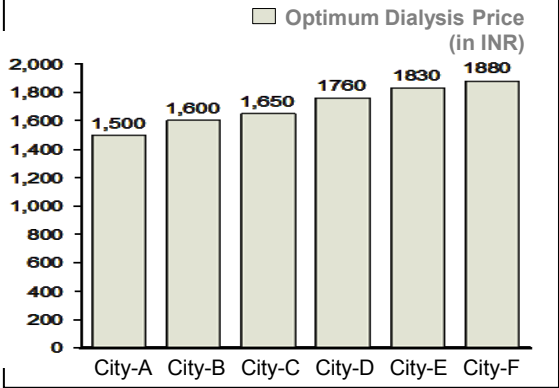


ROLL-OUT STRATEGY FOR CHAIN OF DIALYSIS CENTRES

SITUATION	SECTOR
An India-based chain of Dialysis hospitals wanted to conduct a detailed study on market for dialysis patients in 6 tier- 1 cities in India	Healthcare Delivery
KEY QUESTIONS	<ul style="list-style-type: none">▪ What are the gaps in the existing dialysis market for each city?▪ What is the total and addressable market opportunity, respectively?▪ How should the services be priced to maximize profits?▪ What are the key demographics and insurance trends in each city?
APPROACH	<ul style="list-style-type: none">▪ Key Opinion Leaders in this market in each city were interviewed to understand broad trends▪ Primary research was conducted to get hospital-level data for all the players in the market and validate the trends▪ Concise actionable recommendations were given to the client
RESULT	<ul style="list-style-type: none">▪ Client was successfully able to quickly ramp up the roll-out of new centres due to in-depth understanding of market trends and dynamics for each city

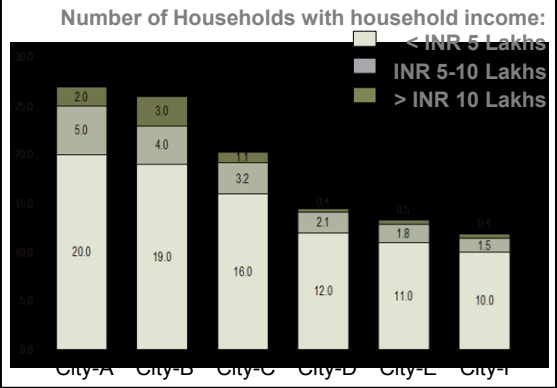
KEY DELIVERABLES*

Pricing Strategy



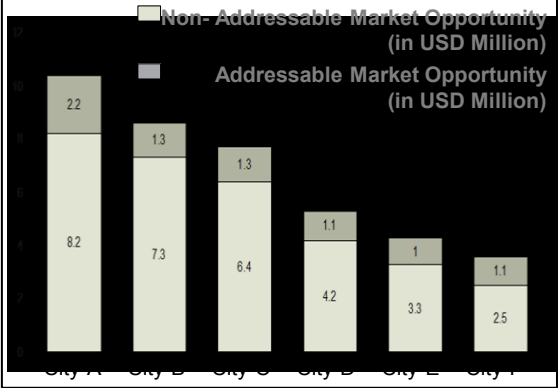
- Pricing Strategy was created to optimize client's profits while maintaining a good market share

Demographics by City (Categorized by Household Income)



- City Demographics helped the client understand the number of target households

Market size and Opportunity



- Market Sizing helped the client understand the total dialysis market for each city
- Based on Addressable market size for each city, client was able to prioritize the roll-out of new centers

Note: The graphs are for illustration purpose only. Actual values have been changed.