

## Anatomical Concepts case study



Glasgow based Anatomical Concepts are specialists in providing clinically effective products for physical and cognitive rehabilitation.

### Ogam research informs Anatomical Concepts' new software launch

When there's money and careers at stake, having confidence that a market exists for your product is not enough. That's why Anatomical Concepts commissioned Ogam Communications to help them prove the market for their cognitive rehabilitation software prior to investing money in marketing and sales resource which could potentially be wasted if not based upon fact.

Anatomical Concepts, based in Glasgow, are specialists in providing clinically effective products for physical and cognitive rehabilitation, and were looking to launch their market leading cognitive software, RehaCom, into the UK. They had already signed an agreement with HASOMED GmbH for the exclusive UK distribution of RehaCom, and Anatomical Concepts' MD Derek Jones was looking to eliminate the unknowns prior to launch.

"I was confident a market existed for RehaCom in the UK," explains Jones. "But I needed more detailed information to inform a Sales and Marketing plan.

"Ogam Communications were known to have a track record in this area, so we commissioned them to profile the UK market for computer-assisted cognitive rehabilitation in depth."

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MD, Anatomical Concepts

### Ogam profiles UK market for RehaCom

Ogam began by examining the RehaCom offering in depth, interviewing existing prospects, and subsequently identifying Critical Success Factors and Key Purchase Drivers which together would allow RehaCom's formula for success to be understood, and be replicated in other markets.

Next Ogam identified and scanned a number of different but relevant organisation types, to identify all the organisations and job roles involved in the purchasing process. Finally they profiled the Decision Making Unit (DMU) in depth, and used desk research to break down the best prospects by UK location and organisation type. The result of this segmentation indicated a "sweet spot" location for UK sales, although several organisation types were still "in the running".

### Second stage research delivers UK pricing policy

With a clear idea of which UK locations and organisation types represented the best point of focus for Sales and Marketing Strategy, Anatomical Concepts still needed more information around the best pricing strategy. For this reason, Ogam Communications was then commissioned to conduct a second stage research project, designed to identify a suitable pricing strategy based on the "sweet spot" target market identified in the first stage research. Ogam conducted further interviews with potential clients for RehaCom in the UK, within the "sweet spot" location, but from all organisation types.

### Ogam research provides focus to sales, and delivers "hot prospects"

The Ogam research not only provided focus for the Anatomical Concepts' Sales and Marketing plan, but also delivered several "hot prospects".

Derek Jones concludes: "We have been delighted with the quality of the research Ogam provided, which has really focused our resources and aided our decision making. And the hot leads which came out of the process have been an unexpected bonus,

"RehaCom is now well on the way to becoming a successful proposition in the UK, with a clear Sales and Marketing strategy in place."

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