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# Custom Research & Services

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**Spring 2020**

*Confidential and not for distribution outside intended organization*

# CUSTOM SERVICES OFFERED

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Below is a descriptive list of the custom services Chilmark Research provides to the healthcare community. This is by no means all we can offer, so if there is a way our domain expertise could benefit your organization not listed among the following options, please reach out directly to [John](#) to discuss further.

## MULTI-VENDOR SPONSORED RESEARCH (MVSR)

When it is clear that there is a gap in the market's understanding of a new technology or the importance of a developing trend, Chilmark Research will work with impacted stakeholders to frame an educational research report for general distribution to the public. Our analysts will come up with a proposal for review by potential sponsors, and then finalize the scope of the research with input from confirmed participants. Sponsors also have the opportunity to review the report draft prior to publication and discuss any concerns or requested changes with the author. These reports include primary and secondary research, and each sponsor receives branded versions with full distribution rights. The report is also distributed free of charge via our website.

**Cost: \$15,000 - \$25,000 per sponsor** (*\$75,000 base cost*)

## EXECUTIVE WORKSHOP

Our executive workshops are a great opportunity to leverage the Chilmark team's domain expertise to advise on specific strategic initiatives. The workshop is a 4-5 hour, in-person session broken up into two parts. Prior to the workshop, we will schedule a call to fully understand the context for the workshop, focusing on the major questions of the client and their current strategic goals. In the first part of the on-site, we will present a market overview, examining adoption trends, the competitive landscape, and industry opportunities. The second part will then focus on the client, evaluating current product and go-to-market strategy, closing with our recommendations on how to move forward.

**Cost: \$10,000 - \$18,000**

## PRESENTATIONS

This category of add-ons encompasses the broadest range of possible opportunities to work with us, as there are many types of presentations that we could potentially give. We have been engaged to deliver keynote presentations at client conferences, Board meetings, webinars, industry conferences (trade shows), etc. This is an opportunity for clients to establish themselves as forward-thinking thought leaders with access to an objective third party. We're confident the audience will leave with an appreciation for the insights delivered.

**Cost: \$4,000 - \$20,000**

## STRATEGIC VENDOR ASSESSMENT

This service is specifically for healthcare organizations that are planning technology deployments. We will work with the decision makers in charge of the project to identify the strengths and weakness of the client, helping to prioritize the specific features that will be most instrumental to achieving organization goals. Based on this work, we will evaluate the most relevant vendors that are supplying these types of solutions and create profiles for each

to help the client organization make a fully informed purchasing decision. The format of our final deliverable will be scoped at the onset of the project, but will always include recommendations for our top choice and at least one back up option.

**Cost dependent upon scope of work**

## OPPORTUNITY ASSESSMENT

Looking for ways to expand your market share? Have ideas on what to add to your offering, but not sure where to prioritize? Our opportunity assessments involve a deep analysis of market needs with actionable insights delivered at the end of the engagement. We conduct primary and secondary research to identify major market drivers, perform a future-needs assessment including opportunities and market sizing, and conclude with guidance on your go-to-market strategy. Examples of past projects include “Current & Future State of Digital Image Exchange” and “Market for Clinical Quality Measures Solutions.”

**Cost dependent upon scope of work**

## COMPETITIVE ANALYSIS

We understand the need for regular, unbiased evaluations of the highly competitive health IT market. We will assess current market leaders and/or competitive vendors of your choice, delivering a profile and SWOT analysis for each, provide advice on your current and future positioning relative to the competition, and recommend the sales tools and methods you can leverage to succeed in growing your market share. We give clients an accurate, objective evaluation of the competition, but will never disclose NDA-protected information whether or not the competitor is a client of ours. Cost for these engagements is dependent upon the number of vendors analyzed and the complexity of the agreed upon evaluation criteria.

**Cost dependent upon scope of work**

## VALIDATION ASSESSMENT

This is an offering geared more specifically towards the healthcare provider side of the industry. We will serve as a trusted 3rd party advisor during the RFP process, assisting buyers with vendor assessments. We will review claims and validate what is true and what is hyperbole, reducing the decision risk inherent with selecting a new IT vendor. With our focus on needs for the future, we will honestly assess the risk of working with specific vendors (ie, vendor viability) and share insights on the deliverability of vendors' product roadmaps. Price dependent upon the solution being implemented and the scope of the project.

**Cost dependent upon scope of work**

## DUE DILIGENCE

This offering is geared more towards the investor side of the industry. We will serve as a trusted 3rd party during the diligence process, evaluating the key assumptions behind the value of a prospective investment, the validity of their claims about market share and / or solution capabilities, true market opportunity for the solution category and the vendor's ability to grow their share, competitive landscape and relative positioning, etc.

**Cost dependent upon scope of work**

*This packet contains just a sample of ways we've helped organizations over the years.*

*Don't see what you're looking for?*

*Want to explore other options?*

*Please contact John to discuss how our team of experts  
can address your market intelligence needs:*

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