

Providing Information Advantage

We provide a range of market intelligence and custom research solutions that help our clients with the information advantage they need for accelerating growth. Our in-house research team follows key trends and developments in the healthcare technology marketplace with a special focus on digital health and emerging technology solutions.

Key focus areas

Research offerings

- ✔ Company Profiles
- ✔ Benchmarking studies
 - ✔ Surveys
- ✔ Market trend analysis
- ✔ Venture capital funding
 - ✔ M&A analysis
- ✔ Technology sourcing/outsourcing trends

Technology

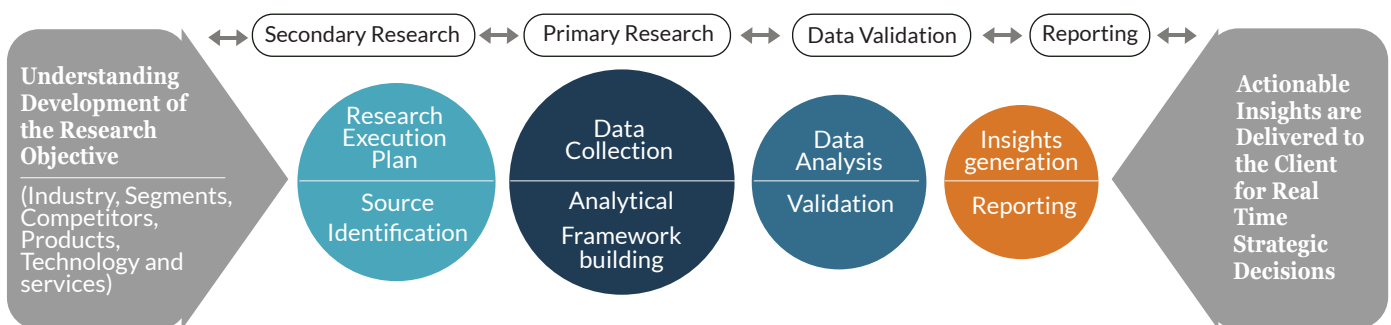
- ✔ Digital health
- ✔ Interoperability
- ✔ Cybersecurity
- ✔ Blockchain
- ✔ Internet of Things (IoT)
- ✔ Data and analytics
- ✔ Cloud computing

Healthcare functions

- ✔ IT operations
- ✔ Digital transformation
- ✔ IT governance and change management
 - ✔ Healthcare policy
- ✔ Revenue cycle management

Methodology and approach

Damo takes a robust and tailored research approach to solve each business requirement



Select client engagements

Market and competitive intelligence

The client is a one of the largest global technology brands with a strategic focus in healthcare. The in-house team needed an intelligence mechanism to keep key decision makers updated with movements and changes in healthcare policy and economy, technology, and major competitors in the US.

Working closely with the Chief Marketing Officer and his immediate reports, Damo Consulting's analysts jointly created a checklist of information assets that needed to be delivered on weekly and monthly intervals. These included reports on key policy announcements, macro-economic trends, healthcare market dynamics, and competitor updates. All reports created were hosted on a secure and private micro-site to which key stakeholders were provided access.

VNA market

The client is a mid-tier technology solutions company that helps their customers develop software-driven solutions with significant presence in healthcare. They wanted to explore the vendor neutral archive (VNA) market. We provided an in-depth report of the global market (including size, trends, drivers and challenges), competitive landscape, and opportunities.

Salesforce Health Cloud

The client, a mid-size technology & product engineering company, has a long-standing partnership with Salesforce for product support and development for its clients across verticals. The company wanted to expand into the healthcare markets and engaged Damo Consulting to identify emerging technology platforms to enable market entry and expansion.

Damo analysts conducted an analysis of healthcare-specific technologies, including Salesforce Health Cloud, to develop a market assessment and growth strategy based on building and expanding strategic partnerships.

Cloud-enabled solutions market for medical devices industry

The client had a significant presence in product engineering services in the medical devices industry and wanted to invest in emerging technology areas to expand their market reach with new offerings. We provided a set of recommendations and identified strategic partnership opportunities and an acquisition strategy to increase the breadth of offerings.

Advanced Analytics initiatives in Academic Medical Centers

The client is a half-a-billion-dollar technology services company who wanted to know about key advanced analytics programs and research partnerships at leading Academic Medical Centers (AMCs) and public health institutions.

We provided a comprehensive report detailing all major initiatives of select institutions along focused disease areas, strategic and technology partnerships/collaborations, R&D initiatives, funding and investment details that are part of their advanced analytics programs (data analytics, big data, artificial intelligence, machine learning, predictive analytics) in healthcare. The report also included a high-level summary on the outlook of the institutes in the select domain.

Proprietary research



DamoIntel™ annual and half-yearly reviews of company updates and financial earnings of the global IT consulting companies.



Damo publishes this report annually, based on a survey conducted with senior leaders from healthcare technology and IT consulting firms, to forecast the healthcare IT demand.

About Damo Consulting

Damo Consulting is a growth strategy and digital advisory firm that works with healthcare enterprises and global technology companies. We help develop and implement digital transformation strategies and enable market growth strategies. We specialize in thought-leadership led brand transformation and actionable healthcare market intelligence.

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