



CASE STUDY

A Market Entry Strategy for a Health Technology Startup



Client Profile

Based in Adelaide, Australia, inRemedy is an early-stage technology company with a vision to launch a health-focused mobile and web platform intended to ease the burden of managing chronic diseases. The firm has rights to the clinically proven Flinders Program™ for coordinating the care of complex, chronic diseases, and the technology platform will enable the highly scalable and clinically proven protocol to be delivered as a self-management product or service. Clinical studies have shown the program leads to better health outcomes for patients and reduced hospitalization rates.

The Project

inRemedy engaged Fox Management Consulting (Fox MC) to develop a US market entry strategy for this technology, incorporating tactics to compete based on industry and competitor research. The Fox MC team worked with representatives from Flinders Partners, which is the commercialization agent for Flinders University.

Recommendations

The Fox MC team found that inRemedy could leverage a unique approach to identifying the underlying issues that create a barrier for a patient's goal achievement. The startup should pursue market entry through two similar, but distinctly separate, products.

One product suggestion is a chronic disease management platform, which aligns perfectly with all previous use of the Flinders Program. This product is intended for clinical use, involves a more personal and less automated delivery, and is consistent with developing care coordination and shared accountability trends in American healthcare.

The proposed follow-on product is a disease-agnostic lifestyle management platform that has a larger target market and projected growth. This product is nearly exclusively automated and has potential appeal to any insurer, including self-insured employers. It would also be more attuned to what currently exists in the US market in terms of sales strategy, behavioral approach, and platform delivery.

Results

inRemedy plans to pursue funding and partnerships to enter the US market with a digital platform to manage lifestyle and chronic disease.

