



# Connected Health Market Segmentation

# Market Segmentation

- Market Segmentation Overview
  - Market Research
  - Market Segments
  - Market Sizing
- User Segmentation
- Decision Marker Segmentation



# Market Segmentation Objectives

- Needs based segmentation of Health Sector to assist
  - Product & service development
    - Utilised to develop market research sample
  - Appropriate communication per sector
- Development
  - Phase 1: Initial Identification of segments
  - Phase 2: Validation by market research (April 2007)
  - Phase 3: Ownership/management

# Initial Market Research



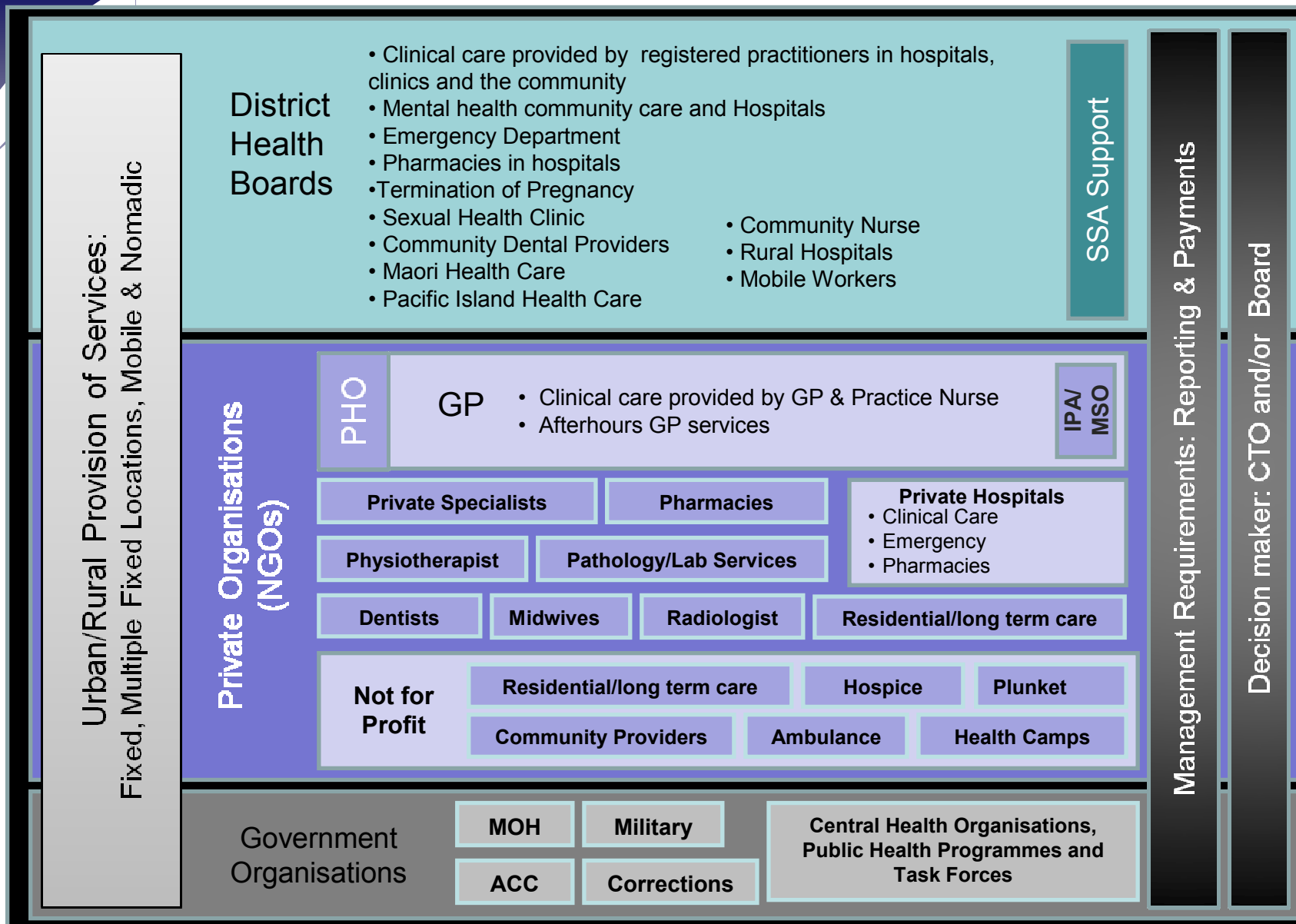
## Quantitative ~ 40

- Completed by Decision Makers per segment
- Type & provider of internet connection
- No. patient files transferred
- Current Health applications
- Number of staff
- ICT % of Business Cost

## Qualitative ~ 80

- What does the Sector want to be able to do that they can't do now
- Clinical requirements for collaboration and communication
- Current ICT utilisation
- Adoption of ICT
- Decision Making process
- Implementation process

# Health and Disability Sector Market Segmentation Overview



# Segmentation Profile Attributes

## **User Segments ~ 91**

- Health Service Description
- Organisation Type
- Funding
- Permanency
- Org Governance
- Connectivity Profile
- Security Requirement
- Mobility
- ICT Capability

## **Decision Maker ~ 50**

- User Group & Group Number Applicable
- Key Influencer
- Other Decision Makers
- Organisation Type
- Funding Org
- Governance

# Additional information per segment

- Market Size - Organisations
- Number of Geographic Units
- Number of Users
- Average ICT Spend
- Collective Spend
- Communications Requirements
- Current Products & Services
- Application Requirements
  - Immediate
  - Within Connected Health Framework
  - Provided by 3rd parties
- Decision Maker(s)
- Decision Making Timeframe/Process



# Segmentation updates...

- Market segmentation is a *work in progress*... and we are looking for your input!
- We'll provide updates after each stage or contact [connectedhealth@moh.govt.nz](mailto:connectedhealth@moh.govt.nz) for a copy of the latest version

