



CASE STUDY:

NEW PRODUCT DEVELOPMENT OPPORTUNITY ASSESSMENT

"As a result of Line of Sight's analysis, we created a pilot program. The pilot results clearly show how collaboration and innovation can work together to keep consumers safe, improve health outcomes, and positively impact our ratings."

- Senior Vice President, Health Care Industry

Situation:

A higher education institution was considering adding a new program for a specialized area of focus within its healthcare vertical. The institution needed to understand the demand from students and employers within the specialized focus area, the effects the present health care environment would have on future growth, and the offerings provided by their competitors.

Solution:

Line of Sight Group utilized a two-prong approach to first understand the market demand, and then examine the offerings provided within the company's competitive landscape. By triangulating a combination of secondary and primary information, Line of Sight Group was able to present a highly accurate depiction of the current industry condition and future driving forces, in addition to identifying key table stakes and differentiators for competing in this space.

Benefit:

Our client used this information to identify opportunities in which it could gain a competitive advantage. The ultimate outcome was the development of not one, but three new products that focused on three separate target markets as a way to capture a broader share of the market.