

# Commercial Due Diligence: Medical Facility

Private Equity



## Background

Our Private Equity client sought a research partner to better understand growth opportunities, potential risks, and the distribution of key accounts that existed across customers, lost customers, and prospects. Market outlook and purchasing criteria were critical areas of the investment thesis.

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## Approach

- Designed market and active customer assessment tools completing 15+ qualitative phone interviews with C-Level hospital executives during a 2 week period.
- Analyzed key selection criteria to better understand what drives account growth and quick-win business development opportunities for prospective channels.

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## Results

- Modeled the impact across each touchpoint relative to a named competitor. Results were compared across each of the three respondent types to understand potential account risk.
- Identified potential intervention services and opportunity areas for growth across each segment, while also collecting valuable feedback on technology breadth of services.