

Decision-Ready Intelligence in a Data-Sparse Market



Client

Global Strategy
Consulting Firm

Challenge

Gaining a structured, validated understanding of a fragmented healthcare market to support a high-stakes consulting engagement – where publicly available data was insufficient and ground-level intelligence was critical.

Solution

A global strategy consulting firm, specializing in M&A strategies and Commercial Due Diligence, engaged our **Research & Business Intelligence** team to execute a comprehensive market intelligence project that combined systematic secondary research with targeted primary intelligence gathering.

Key elements of the project included:

- **Comprehensive profiling** of healthcare providers across 20+ evaluation criteria – spanning service propositions, technology infrastructure, operational capabilities, and market positioning.
- **Direct market outreach and engagement** with providers to gather intelligence that secondary sources could not reliably provide.
- A **customized benchmarking framework** developed to evaluate and compare providers across multiple dimensions.
- **Detailed provider profiles** of 35+ providers, consolidating validated intelligence into accessible, engagement-ready reference materials.
- **Positioning and pricing analysis** across the market, along with M&A activity analysis highlighting consolidation trends, strategic acquirers, and sector investment momentum.

Results

The program was designed to provide both breadth and depth, covering market participants, service offerings, commercial positioning, and deal activity within the sector.



Thorough secondary research

leveraging multiple databases.



Primary-validated intelligence

across a fragmented, data-sparse market.



Benchmarking model

enabling structured, defensible provider comparison minimizing analytical bias.



Decision-ready deliverables

that closed a critical intelligence gap, strengthening the team's analytical foundation.

Takeaway

Integreon's ability to operate in complex, data-sparse markets – combining **secondary research** with **direct market engagement**, **customized frameworks**, and **structured insight delivery** – provided the firm with the clarity and confidence needed to advance a high-stakes engagement with rigor and credibility.