



## HealthPolCom Case Study

### Market Research for Venture Capital Firms

**Situation:** Two venture capital firms needed a better understanding of competitive pipeline products - and the changing reimbursement environment - for diagnostic and treatment technologies in which they were considering substantial investments.

**Actions:** Researched and analyzed pending product and reimbursement developments in the disease areas of **diabetes** and **wound management**.

**Outcome:** The venture capital firms gained important insights into the future market environment for the clinical areas they were evaluating for possible investments.