



CASE STUDY

# Assessing opportunities in Digital Healthcare market in Middle East



## ● OBJECTIVE AND SCOPE

The client, a leading hospital chain, wanted to expand its digital offerings in a Middle East country by developing a user-centric, digital-first healthcare platform. For this, they sought Benori's support to:

- Evaluate the digital healthcare market, focusing on telehealth, m-health, and e-pharmacy initiatives
- Analyze factors affecting patient engagement, satisfaction, and adoption barriers
- Assess competitive dynamics and identify key players, service offerings, pricing, and value propositions across segments





## ● APPROACH

We evaluated the digital healthcare segments and assessed their sizes to identify potential opportunities. We surveyed customers and businesses to understand their pain points and requirements. We conducted secondary research to understand the competitive landscape, including key players such as hospitals and telehealth platforms. We benchmarked them based on their digital offerings, levels of adoption, and customer ratings.



## ● METHODOLOGY



Secondary  
Research



Primary  
Research



Data  
Modeling



## ● IMPACT

The detailed insights helped the client in:

- Developing a strategy to explore the digital space and capitalize on the identified opportunities
- Addressing the challenges highlighted in the study faced by their clients
- Assessing key players' market positions in the digital landscape and identifying ways to enhance their current offerings and add new ones

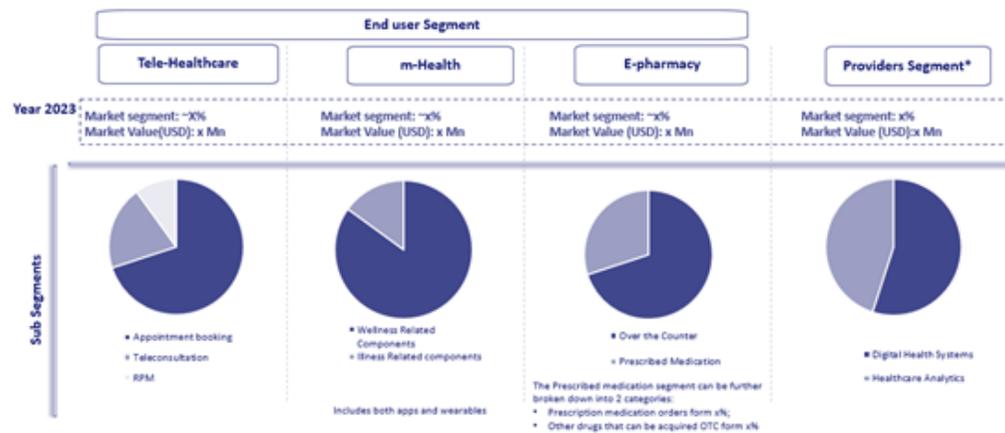




## SAMPLE OUTPUT

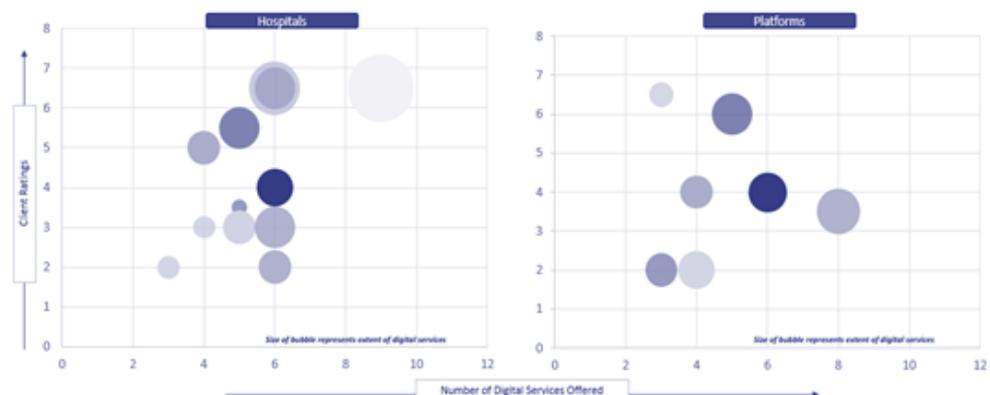
### Market Segmentation

#### Market Segmentation



### Competitive Assessment of Players

#### Comparative Assessment of Players



- Most hospitals provide 4-6 digital services, with x and y being the exceptions, offering more than 6 digital services. Likewise, among platforms, only TruDoc offers 8 services, while the others are limited to 4-5 services.
- In terms of Client ratings, hospitals like z and x have better ratings than hospitals like a, b and c. On the other hand, hospitals like e, f and g among others, have comparatively higher Client ratings on the Google Play Store and App Store.
- D and x offer similar services like appointment booking, prescription delivery, and RPM programs for chronic care. However, the former also provides mental health virtual programs, while the latter offers home services and instant consultations.

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