



## Case Study

### Market Research - Physician Database for an e-commerce Venture

Electronic commerce, commonly known as e-commerce, is a type of industry where the buying and selling of products or services is conducted over the Internet. Consumers are increasingly accessing the web to look for and to shop for products and services, in the comfort of their homes.

#### Problems

The client from New York wants to set up an e-commerce site that provides a database of physicians. The search for relevant and quality conscious business research on e-commerce websites eventually ended at DART.

#### Methodologies

DART was able to understand the specific research requirements. DART agreed to perform a competitive analysis of the industry. The engagement covered analysis of physician data and also the enlisting of useful information relating to the data selling model, database

features, and proprietary tools and customer service adopted by the other providers. The databases of physician are used for marketing, research or physician licensure verification. There is demand for data with direct mail, email, phone or fax from different industry for their specific needs.

DART highlighted the presence of data aggregation providers to compile customized information from databases. The power of information technology helps consolidate and manipulate information and thus open up new avenues in data aggregation services. Our Analysts highlighted the presence of providers who work on collecting/listing physician data, and sell it for a price. The providers collect data from primary and secondary sources. They have a process to verify the data and update the data on a periodical basis to ensure that reliable data is delivered to every client. DART could highlight the services of American Medical Association (AMA) and relevance of data from AMA which is relied upon by the Medical Publishers, Continuing Medical Education Providers, Physician Recruiters, Pharmaceutical Companies, Hospitals, Market Researchers & Investment Firms, Insurance Companies, and other entities interested in medically related data and more.

DART met not only the specific research objectives but also the project timelines.



### DART's Market Research Services

DART Analysts possess the ability to customize the research philosophy based on a client's requirement. The DART team delivers projects within the deadline. The DART team performs data collection from various publicly available reports like annual reports, investor presentations, news articles, press releases, and the internet. The team at DART provides a detailed analysis of the market for the product or service of the client.

