

HST.921 Project Proposal

Company Name	Veritas Health Solutions
Primary Contact	Steven Locke, MD President/CEO
Specialty area of interest	Behavioral medicine and telehealth
Project title/proposal	Market analysis and marketing plan for handheld relaxation training system, SelfRelax (Relaxline, Inc.)
Brief description of project	Relaxation training and meditation are widely used in behavioral medicine for the treatment of mind-body problems such as chronic pain, headache, and a variety of stress-related medical disorders. These conditions are very prevalent and a major driver of health care costs and lost productivity. To increase access to training in relaxation methods, a French company, Relaxline (www.relaxline.com), has recently introduced a system that can deliver relaxation training, guided imagery, and meditation either over the Internet, downloadable to an MP3 player, or via a smartphone. When delivered on a smartphone, the series of programs is very flexible, highly customizable, and a powerful system that should replace cassettes and CDs that currently occupy this niche. The team on this project would analyze the market for this product and develop a marketing strategy, including how to develop channels needed to achieve success in this niche, currently occupied by audio CDs and cassettes. Furthermore, this is a product that would almost certainly be of interest to employers, health plans, and disease management vendors.
Rationale/significance	Smartphones are the portable telehealth delivery systems of the future. Personal health self-management will be delivered interactively via smartphone technologies. Behavioral medicine techniques are growing in both popularity and acceptance by the medical mainstream as organizations gear up for dealing with a growing number of people coping with chronic medical conditions, many of which are exacerbated by stress. Furthermore, employers have growing concerns about the lost productivity due to absenteeism and, more importantly, presenteeism. This product is an innovative solution that is worthy of evaluation.
Target Audience	Health plans, employers, disease management vendors, HMOs, MCOs, behavioral health providers, clinicians
Goals/Objectives	This project is an opportunity to explore this market and get experience both analyzing an emerging market for telehealth

	and to develop a marketing strategy for a successful start-up venture.
Comments or suggestion for the proposed method of implementation	<p>My client, Relaxline, prefers to exclude from the scope of the project two channels they have already penetrated, i.e. the healthcare B2B market (health plans, EAPs, DM vendors) and the in-flight entertainment market. In this project, the proposed market analysis and marketing plan would consider all other possible ways to reach the general public - with a particular focus on the following channels/technologies:</p> <ul style="list-style-type: none"> -- Mobile phones/smartphones (manufacturers, operators, existing & potential content editors and aggregators...) -- Interactive TV (especially in hotels) -- Wellness-related Web portals (WebMD, Mayo Clinic, Yahoo Health, Revolution Health, Oprah, etc.)
Other	Dr. Locke has an advisory relationship with Relaxline