



A Cross-Market Evaluation of Wide-Field Retinal Imaging Adoption

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Introduction

Advanced ophthalmic imaging system designed to capture high-resolution digital images of a large portion of the retina in a single shot, imaging systems capable of capturing $>100^\circ$ of the retina.

Wide-field retinal imaging will represent a significant advancement over traditional fundus photography. Whereas conventional imaging captures only 30° to 50° of the retina, WFI systems can visualize up to 100° to 200° in a single scan. This comprehensive coverage will enable ophthalmologists to detect peripheral retinal lesions, diabetic retinopathy, retinal detachment, and other critical pathologies much earlier than is currently possible. These capabilities will be especially important in low- and middle-income countries (LMICs), where patient access to specialty care is limited, and one-time comprehensive screening can significantly improve outcomes.

Our research will aim to explore this landscape, with specific attention to how clinicians perceive and interact with WFI technologies, especially solutions offered by Remidio Innovative Solutions Pvt. Ltd.



Objective of the Study

Primary Objective:

To understand ophthalmologists' perceptions and satisfaction regarding Remidio's wide-field retinal imaging devices across diverse market tiers.

Sub-Objectives:

- Identify key decision-making factors among clinicians.
- Evaluate Remidio's performance in terms of product and commercial attributes.
- Explore brand awareness, loyalty, and future purchase intent across different city types and experience levels.



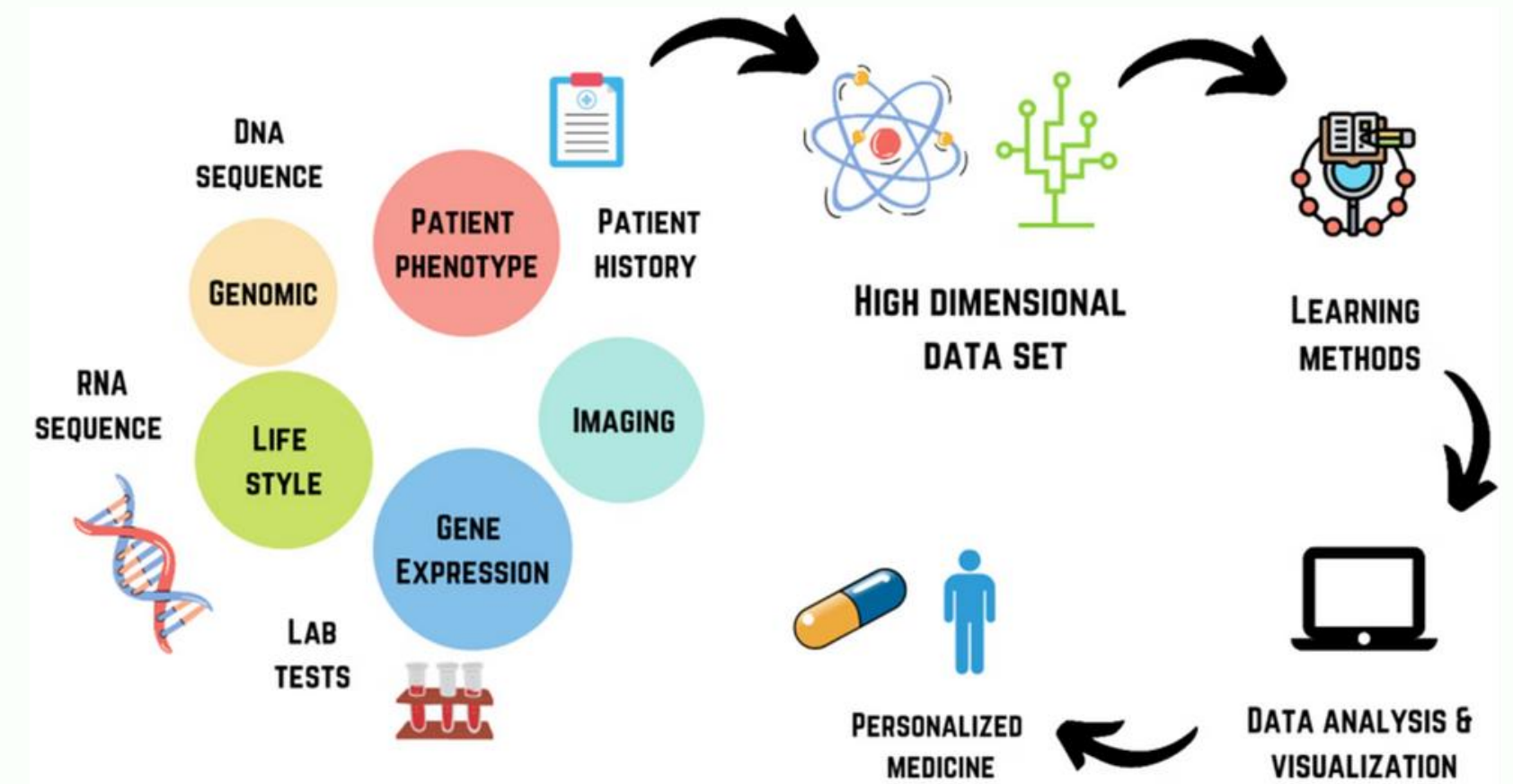
Study Methodology Overview

Target Group:

- 6 ophthalmologists from various tiers (Metro, Semi-Metro, Tier 2, Tier 3)

Parameters studied:

- Product-Specific (Field of View, Image Quality, Ease of Use)
- Commercial (Price, Warranty, Payback Period)
- Brand Perception & Usage



Key Findings – Product Perceptions

Most Valued Feature:

Wide Field of View (ranked #1 overall)

High Scores:

Image Quality, Ease of Use

Lower Priority:

EMR Integration (especially in Tier 2/3 cities)

City Tier Variation:

- Metros prioritize high-tech specs.
- Tier 2/3 value portability and ease of use.

Experience Variation:

- Seniors (15+ yrs) care about field of view.
- Early-career doctors focus on ease of use.

Key Findings – Commercial Parameters

1

Top Commercial Concern:

After-sales service

City Insights:

- Tier 3 cities are more price-sensitive.
- Payback period matters most in Semi-Metro and Tier 2.

2

Next Priorities:

Price, Value for Money, Warranty

Experience Insights:

- <5 years & >15 years focus on cost.
- Mid-level clinicians emphasize discounts and financing.

Key Findings – Brand Perception

Awareness:

- 67% heard about Remidio via conferences/exhibitions.
- Tier 2/3 cities show high brand awareness and trust.

Brand Strengths:

- Innovation, Affordability, Reliability
- High trust (67% rated 7/10, 33% rated 10/10)

Purchase Intent:

- 83% somewhat likely to repurchase
- Very high in Tier 3 and among <5 years experience group

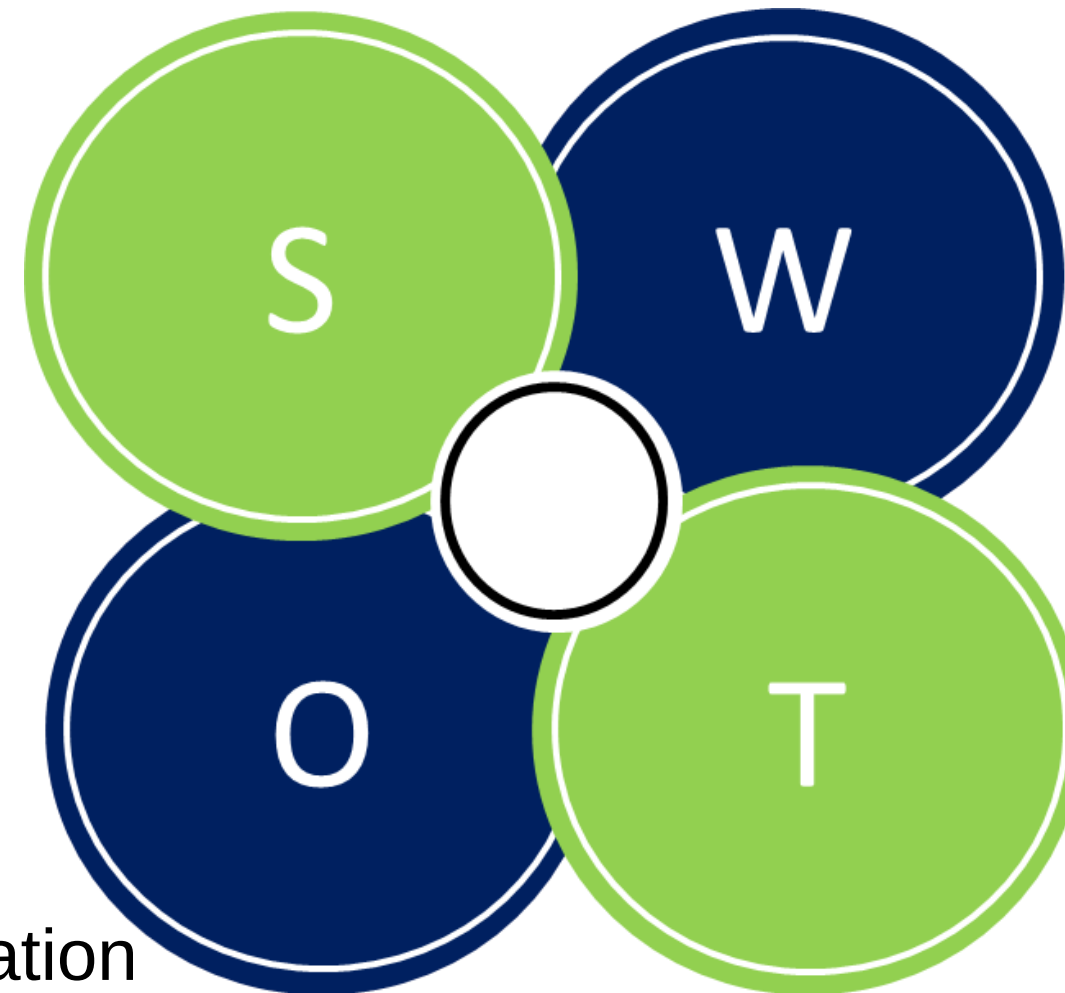
SWOT Analysis

Strength

- High Clinical Performance
- Affordability & Portability
- Strong Brand Awareness
- Strong Service Ratings
- High Repurchase Intent

Opportunity

- Dual-Tier Product Strategy
- AI & Teleophthalmology Integration
- Localized Training & Onboarding
- Targeted Commercial Flexibility
- KOL-Driven Marketing



Weakness

- Poor Responsiveness in Tier 3
- Neutral Brand Perception in Semi-Metros
- Mixed ROI Perception in Metros
- Weak EMR Integration
- Limited Advocacy from Senior Users

Threats

- Premium Brands in Expansion
- Price Wars
- Service Gaps Risk Loyalty
- Institutional Procurement Shifts



Conclusion

WFRI Usage Patterns:

- Primarily adopted by retina specialists in metros.
- General ophthalmologists in Tier 2/3 seek cost-efficient, multipurpose devices.

Strategic Implications:

- Tailored marketing and training required for different city tiers.
- Portability and ease of use are key for rural and small-clinic adoption.
- High satisfaction in Tier 2 presents expansion opportunity.
- Mid-career users are ideal advocates.

Recommendations

Two-Tier Strategy:

- Deploy premium, high-spec models in metro cities for retina specialists demanding advanced diagnostic precision, EMR integration, and speed.
- In contrast, offer compact, affordable, and portable units tailored for Tier 2 and Tier 3 cities, where space, budget, and generalist needs define purchasing decisions.

Strengthen Service Support:

- Focus on faster engineer response times, availability of spare parts, and dedicated local service presence in underserved regions.
- Especially in Tier 3 locations, customers face delays and limited follow-up—establishing regional service hubs could significantly enhance satisfaction.

Focus on EMR Integration:

- While not essential in smaller clinics, metro-based doctors increasingly value seamless EMR connectivity.
- Introduce modular EMR integration upgrades for clinics already operating in digital ecosystems—market it as a value-adding optional feature.

Leverage Mid-Level Clinicians:

- Clinicians with 5–10 years of experience are satisfied users and often influence peers or local purchasing decisions.
- Engage them as brand advocates, peer educators, or KOLs (Key Opinion Leaders) to organically promote adoption through real-world validation.

Build Brand Loyalty Early:

- Early-career practitioners, especially in Tier 3 and semi-metros, are highly receptive and show 100% repurchase intent.
- Offer training workshops, onboarding kits, and localized product demos to build confidence and secure long-term loyalty from this segment.



Thank You

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