



NEXT PRACTICE
A NEW KIND

MOSCOM.

NEXT PRACTICE CASE STUDY

How We Used Research to Pinpoint Key Locations for Next Practice.

AT A GLANCE

CHALLENGES

- Saturated GP Market
- Lack of Stock
- Complex Analysis.

OUTCOMES

- Opportunities Presented
- Key Benchmarks Created
- Information Presented.



“Aligning a location’s demographics to your target market can be very important if your business is dependant on servicing a localised area”

GERRY PETROPOULOS
MOSCOM.

OBJECTIVES

Next Practice sought advice on locations that would be suitable for their new clinics.

SOLUTIONS

We analysed Next Practice’s best performing clinic and then used that as a benchmark when assessing other locations.

We looked for locations with:

- Higher than average older population
- Transport networks
- Close to hospitals
- Close to schools, universities
- Close to shopping centres
- Populations with a higher proportion of ailments.

We compiled our report giving the client information that they could use to get started.

BENEFITS

Research

Our research covered a broad range of demographic, location and economic factors.

Benchmarking

We created key benchmarks that will make finding profitable locations much easier and quicker.

Time Saving

Expedited analysis presented in a report format. Giving the decision maker concise information to use when making their next decision.