

Case Study: Developing Go-to-Market Strategies

Supporting the ADA in Developing a
Winning Education Strategy

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Background & Objectives

ADA American Dental

The **Association**[®], is the largest national dental professional association. There are over 156,000 ADA members from all 50 states, the District of Columbia and Puerto Rico and it is a leading source of oral health information for dentists and the general public.

The ADA provides a robust continuing education service for dental professionals which supports their continued career development and helps them meet coursework requirements mandated by states to maintain practicing licenses. The ADA had the foresight to examine the future state of the market to ensure that its education services would remain viable in the long-term and continue to add a truly differentiated value to its members.

To help it understand the present and future of the education market for dental professionals, the ADA needed a leader in market analysis with the proven ability to obtain and understand difficult-to-get information.

The ADA hired Maia Strategy Group to provide it with an exhaustive market analysis, which included a detailed understanding of market sizing, existing and emerging competitive landscapes, and market trends. Based on its customized research and analysis, Maia proposed potential business models that would ensure the ADA remains a long-term market leader in this field.

“We selected Maia due to previous experience in precisely this type of analysis. We knew Maia would dive into the topic and provide insight not available internally” - Steve, Sr. Manager, Market Research, ADA

Maia’s Value: Analyzing “Discrete Markets”

Maia’s value began with providing a sophisticated market sizing model to measure the current and future size of the education market for dental professionals. Maia created a market sizing tool that considers the complexities of demand elasticity, education requirements mandated by each state, difference in requirements by dental professional “categories” and specialties and the nuances of supplier pricing. **The value of this model extends beyond an immediate assessment of a market size through the provision of a flexible market estimation tool that considers a range of complex market sizing inputs and can be used by ADA in the future.**

Maia also provided a detailed competitive landscape that studied the leading players in the industry, assessed their strategies and their unique business models, as well as their threat to ADA's market share. This, coupled with an analysis of consumer, regulatory, technological and education trends allowed **Maia to assess how the ADA can bring a unique and differentiated service to the marketplace.**

"The market sizing tool that Maia developed is highly accurate yet easy to update with future numbers or different scenario assumptions" – Steve, Sr. Manager, Market Research, ADA

Outcome

At the end of the market analysis, **Maia provided strategic recommendations to the ADA which focused on how the organization can leverage its existing market strengths to build a long-term financially viable model of delivering exceptional benefits to its membership population.** The ADA is combining Maia's analysis with internal information to achieve the most effective blend of education offerings for dental professionals.