

Project Poster: Team MRA

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MRA Inc. Overview

Vision:

To revolutionize healthcare globally by providing affordable access to clinical full-body MR diagnostic imaging

Company Background:

Formed by MRI scientists and physicians from Columbia, Harvard, and Yale

Characteristics of the MRA system:

Self-contained imaging suite. Cheaper and smaller footprint enabled by:

- New magnet technology (1.0 T field strength)
- Cloud integration and AI-assisted diagnostics
- Centralized Radiology Resources

Project Scope

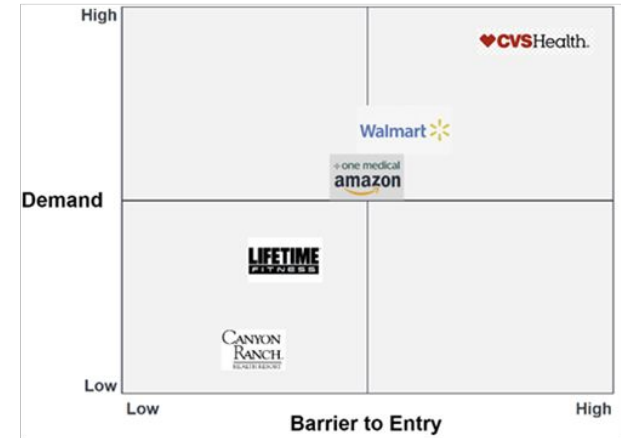
Once a planned pilot program is completed in India, MRA will seek to enter the United States.

Accordingly, there is a need to **identify the U.S. market segments and potential partners that will optimize patient impact and financial return (to MRA and the broader healthcare ecosystem).**

Project Approach

This report provides an analysis of Wellness and Healthcare Retailer segments. For each segment, a market overview was defined, and key potential partners were identified.

Key potential partners were researched and prioritized based on "Demand" and "Barrier to Entry," which served as an input to a recommended US go-to-market plan for MRA.



Final Recommendations

- Prioritize deployment of machines in high-volume partners (CVS Health) with high potential for private-pay; leverage India pilot to demonstrate economic proof of concept
- Establish relationships with lower-volume partners as a sales funnel, starting with Lifetime Fitness
- Pursue partnerships with Aetna-covered groups as an intermediate step between private-pay and Medicare-reimbursed business