Project Poster: Team MRA

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