ECHO SCHOOL MARKET RESEARCH ANALYSIS

Here is the list of questions and comments I have so far. My cardio clients never pursued their echo training.

* We need to know the competitors:
* different schools in the area,
* information about their tuition,
* their class size
* number of instructors;
* are these programs affiliated with hospitals;

B.      Some general information about the echo training industry: market size (in particular in the Midwest);

* http://www.ultrasoundtechnicianschools.com/ - Total of **212** ultrasound technician schools – that includes all ultrasound and sonography related schools
* <http://www.caahep.org/Find-An-Accredited-Program/> (**59** in Midwest). These are all **accredited** programs in diagnostic medical sonography
* These include affiliated programs with top institutions **like Rush, Mayo Clinic, Northwestern, etc.** as well as **community colleges like Harper, COD, and Triton, at least in Illinois.**
* **Tuition ranges-**http://www.costowl.com/education/healthcare-ultrasound-technician-training-school-costs.html
* Associates/Certificates from Cypress College in California charges about **$4,000 for its two-year program** to the University of Maryland - Baltimore County charges nearly **$18,000 for a one-year program**. These are for certificates or associates
* Bachelors programs **cost $25,000 to $30,000** or more. Looked at another way, you can expect to pay anywhere from **$75 to $500 per credit hour at most schools.** In-state students will pay on the lower end of that price range while out-of-state and international students will pay on the higher end.
* Broward College in Florida charge **$75.40** per credit hour for in-state students and $226.40 per credit hour for out-of-state students
* Harper College in Illinois charges **$465** per credit hour.
* George Washington University Center in D.C. - a highly regarded bachelor’s program - charges**$1,227** per credit hour.
* Class size also ranges, as small as **1:1 training at Mayo with only 11 students** admitted to a given program
* <http://www.mayo.edu/mshs/careers/echocardiography/echocardiography-program-arizona-and-minnesota>
* Generally is based clinic availability and current job market and program, for example at OIT class size to faculty is **20:1** <http://www.oit.edu/academics/degrees>
* Many programs have just about **2 adjunct faculty** members for DMS
* In sum, from **11 to 40 students**.

C.      Let’s find the largest for-profit schools and find out if any of them are publicly traded companies or if they are part of a larger company that is publicly traded. We can pull the companies’ annual reports and other filings with the SEC to see learn about the business and industry.

**Cross reference these two sites to find for-profit schools and pull your reports about the industry:**

[**https://en.wikipedia.org/wiki/List\_of\_for-profit\_universities\_and\_colleges**](https://en.wikipedia.org/wiki/List_of_for-profit_universities_and_colleges)

[**http://www.caahep.org/Find-An-Accredited-Program/**](http://www.caahep.org/Find-An-Accredited-Program/)

D.      In most business plans, a SWOT analysis is the basic framework to understand the proposed business. Is stands for the following.

a.       S – Strengths

b.      W – Weaknesses

c.       O – Opportunities

d.      T- Threats

E.       There are some publically traded companies that are cardio diagnostics such as Navix. They can be a good source of information through their annual reports and other SEC filings. [http://navixdiagnostix.com](http://navixdiagnostix.com/)   They may be a “threat” and an “opportunity.”