



Case Study

Healthcare

Product testing research to inform marketing strategy of respiratory disposables

Objective

Our client, a leading supplier of medical devices, sought Netscribes' product testing and competitive analysis capabilities to investigate the viability and feasibility of a new respiratory disposable portfolio in ASEAN countries. Through the analysis, it sought to determine the competitive opportunities in the market and build a suitable positioning strategy.

Approach and Solution

In order to meet the client's requirement, we employed a two-fold research.

In the first phase, we undertook the following activities:

- Identified the major respiratory disposable portfolios in the market
- Using secondary research we determined their key features, benefits and attributes
- Investigated the current offerings and the features and attributes of the new portfolio
- Conducted a broader comparison between the client's offerings and current market offerings

The second phase comprised of the following activities:

- Conducted primary research to test the concept of a respiratory disposable portfolio by interviewing current users and tech purchase decision-makers at hospitals
- Prepared a comprehensive set of discussion guides in consultation with the client and administered among users, including cardiologists and neurologists
- Interviewed IT directors, procurement managers, purchasing managers, material managers and IT managers at hospitals across geographies

Telephonic discussions were also conducted to capture the views of respondents on the new concept of a respiratory disposables portfolio in terms of current key attributes and user needs, advantages sought by users, and the expected level of performance.

In addition to this, we set up a research team to conduct in-depth discussions with business managers and physicians at hospitals. The team comprised of experienced professionals with vast knowledge about healthcare and the pharmaceutical industry.

Results Delivered

Through our analysis, we identified product gaps and areas for further development in the client's portfolio. After conducting a portfolio assessment and we highlighted some product development initiatives along with the key service requirement in the new portfolio.

Benefit

Our recommendations enabled the client to understand the gaps between its current offerings and available market offerings, and successfully integrate the research findings into its marketing and advertising campaign for its respiratory disposable portfolio.

Bridge the gaps in your offerings and competitively position them in the market with intense product testing research

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