

Case Example: Primary Market Research

Situation

- A medical device company needed to characterize the value-proposition of a new minimally invasive tool for ENT surgeries, to inform valuation of an in-licensing opportunity.

Approach

- We conducted qualitative and quantitative research in the US with physicians and patients.
 - **Physician qualitative research:** This phase helped generate hypotheses about target patients and informed potential triggers/barriers for adoption for further testing in the quantitative phase.
 - **Patient quantitative research:** Current surgery refusers were exposed to hypothetical scenarios where their physician has recommended this new procedure. Questions assessed willingness to undergo the procedure and “tipping points” that cause them to change their decision (both positive and negative).
 - **Physician quantitative research:** ENTs chose surgical options for 11 prototype sinusitis patient descriptions. Hypothetical scenarios that mimicked greater comfort and financial profitability measured anticipated shifts in behavior in the future market.

Result

- Quantitative research provided epidemiology and anticipated use for input into a forecasting model. Additionally, the research found evidence of a disconnect between patients’ reasons and ENT perceptions of their reasons for surgery refusal, which was a major hurdle to allaying patient concerns. With the minimally invasive tool, a large proportion of patients were willing to undergo surgery, but acceptance dropped by half if some scraping was involved. While convenience of the tool resonated with ENTs, skepticism about efficacy was a major barrier in convincing surgery refuser patients. Overall use by ENTs was projected to increase by 30%, if KOLs confirmed no need for a specific test (which was an initial barrier to use). The quantitative study not only informed the value proposition of the new tool but also marketing strategies, directed at ENTs, that would increase penetration and key messages that would resonate in a patient-centric campaign