



Analyzing User Requirements for a New Therapeutic Device

PROFILE

CLIENT TYPE

- medical biotechnologies
- medical diagnostics
- medical IT/eHealth
- multi-national
- start-up

PROJECT CATEGORY

MARKET RESEARCH

- custom market analysis
- competitive intelligence
- partnering analysis

MARKET PLANNING

- opportunity analysis
- marketing mix analysis
- pricing optimization
- customer satisfaction

BUSINESS PLANNING

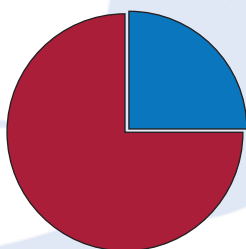
- concept testing
- business models
- business plans

MARKET

- USA/Canada
- Europe
- Asia

METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



BACKGROUND

The client is an international pharmaceutical company that is developing a therapeutic medical device for treating IBD patients in the U.S. They are currently marketing a similar device in Asia and Europe.

CHALLENGE

The product is in pivotal clinical trials for FDA approval. As part of this process, the client is obligated to gather user requirements and to evaluate the product offering within this context. Some of the primary benchmarks are the device's user interface, impact on patient safety, and related training/support needs. The potential use environments investigated included apheresis centers, infusion therapy centers, and large gastrointestinal physician practices.

SOLUTION

The MarkeTech Group conducted a preliminary qualitative environmental review through in-depth interviews of treatment center managers. They were able to develop a working blueprint for the environment, capture those characteristics that best define the market, and assess critical market segment differences. Field case studies provided a means to view clinical and operational practices at representative sites and to interact with practitioners in their own environment. Furthermore, this helped in building a functional purchase model of decision makers and influencers. Finally, a series of focus groups allowed TMTG to test product design features, obtain consensus feedback, and determine how to best position the product to facilitate adoption.

IMPACT

The MarkeTech Group provided user-derived data for the company to use both in the FDA approval process, and also to guide the internal product development and sales and marketing planning leading up to the U.S. product launch. This research also set the state for a follow-on study in Puerto Rico in February 2006 where focus groups were conducted with investigators who had completed clinical trials with the product.



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