

# A MEDICAL & DENTAL CASE STUDY:

## NEW SURGICAL DEVICE CAPABILITIES



### THE CHALLENGE

A medical device company with a product for orthopedic surgeons utilizing radio frequency (RF) and providing surgeons the opportunity to change settings based on for the surgical application. The medical device company sought Actionable Research's expertise to answer the following questions:

- For what orthopedic case types is RF being utilized most frequently?
- How often are surgeons utilizing RF?
- Why do some surgeons choose alternatives to RF?
- Which brands are used and preferred by surgeons and facilities who use RF ablation?
- How will surgeons react to the product's new capabilities? What will be most valuable and most concerning?
- How much will surgeons and facilities pay for this new product? And when?

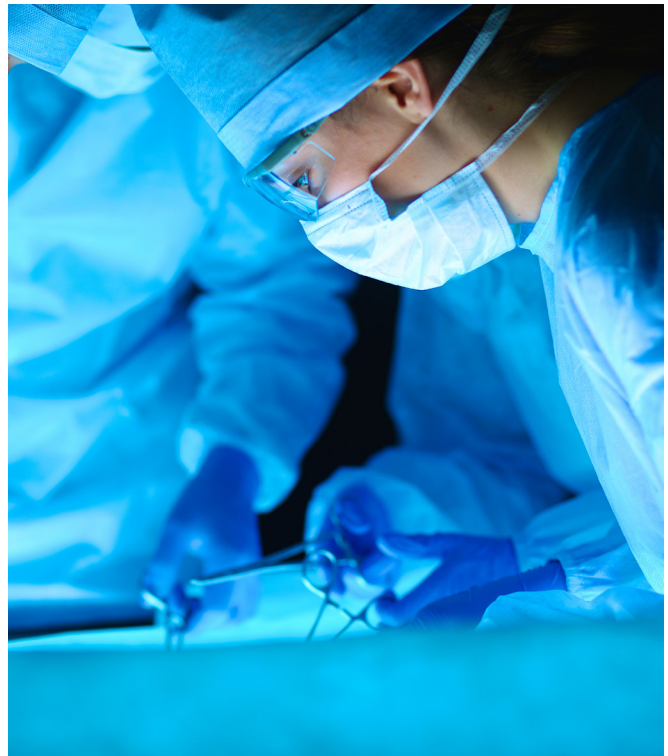
It was important to our client to receive feedback from surgeons who would actually use the product. The goal would be to have surgeons themselves answer the questions listed above, as well as materials management personnel.

## THE APPROACH

To find answers to these questions, Actionable Research utilized a concept test including Adaptive Choice-Based Conjoint (ACBC).

Concept testing for this product was first conducted through focus groups held in Los Angeles and Dallas. The focus groups consisted of a guided discussion and allowed surgeons a hands-on experience to test out the product and its new capabilities. The discussion guide was developed jointly by Actionable Research and our client to optimally leverage experience, market and customer knowledge. Participants were screened ensure they all had experience with RF ablation. To keep responses as objective as possible, the study was performed by Actionable Research, and blind as to the sponsor.

Following the focus group testing, Actionable Research developed a survey which implemented the ACBC methodology. The methodology allowed respondents to configure an optimal system design from the attributes that were being considered for the proposed product. It also included attributes of current and competitive products, allowing respondents to share their ideal product, price point, brand and likelihood of purchase through a series of competing configurations with associated prices.



Surveys, with ACBC included, were distributed in the United States, the United Kingdom and Germany. Prior to entering the ACBC exercise, respondents watched a brief video explaining the product concept. Upon completion, Actionable Research reviewed and analyzed all respondent data and then presented the results to our client with a breakdown that showed the key differences and similarities in country responses.

## THE RESULTS

The company was pleased with the results of the study and more confident in moving forward with the product launch. The survey had validated their product designs, having received feedback from surgeons who had the opportunity to use the product, as well as insight into how the product would perform across pre-determined price ranges in the US, UK and Germany.

## THE ACTIONABLE EXPERIENCE

Actionable Research can provide similar assistance for your company as well. Our research methods are specialized to within our markets. All of our projects are then customized approaches, which depend on the needs of our clients. We has vast experience helping clients meet their marketing research needs. Contact us today to set up a brief, introductory call to discuss your next project, and how we can help.