



Case Study

Medical Technology

Product Concept Testing for a Global Medical Devices Company



How OSG helped a global medical devices company evaluate perceptions of a new product concept intended to be used for identifying hazardous drug contamination in pharmacies

Product Highlight

Tech-Enabled Services combines our powerful technology and analytics capabilities with our industry expertise to make a difference for our clients. By using the flexibility of our technology to tackle any business challenge, we can help customers in any industry shift to a customer-centric mindset and show them the impact of gathering, digesting, and implementing customer data in their strategy and practices.



Executive Summary

A global medical devices company was planning on launching a new product, “System X”, which is used for identifying drug contamination levels in pharmacies. They wanted to find out the product potential of System X, identify key drivers for success, and uncover any current unmet needs that System X can provide for.

Using OSG’s **AI-driven** big data analytics platform, quantitative research was conducted with pharmacy directors/managers to ascertain product perceptions as well as prioritize key benefits.

OSG was tasked with two key objectives:

1

What is the potential of the client's novel system in the marketplace, and what other drivers of choice would determine its success?

- Develop a deep understanding of the drivers and barriers
- Understand the characteristics of early adopters to inform targeting efforts in new segments of customers, such as new country and demographic markets

2

What unmet needs exist in the choice of a solution, and how does the client's novel system meet those unmet needs?

Verify the value proposition of the client's novel system, and understand where it will be most used.

– i.e. part of routine quality control, as a training/competency tool, only spot checks where and when needed, as an adjunct to current technology with more detailed quantitative analysis or in place of it, etc.

Strategy

Quantitative research was conducted using OSG's proprietary analytics platform Dynamo and involved a 30-minute survey with Pharmacy Directors and Managers from France, Germany, Italy, and Spain. These respondents were shown current industry-standard methods for detection of hazardous drugs contamination in pharmacies, as well as the product concept for "System X".

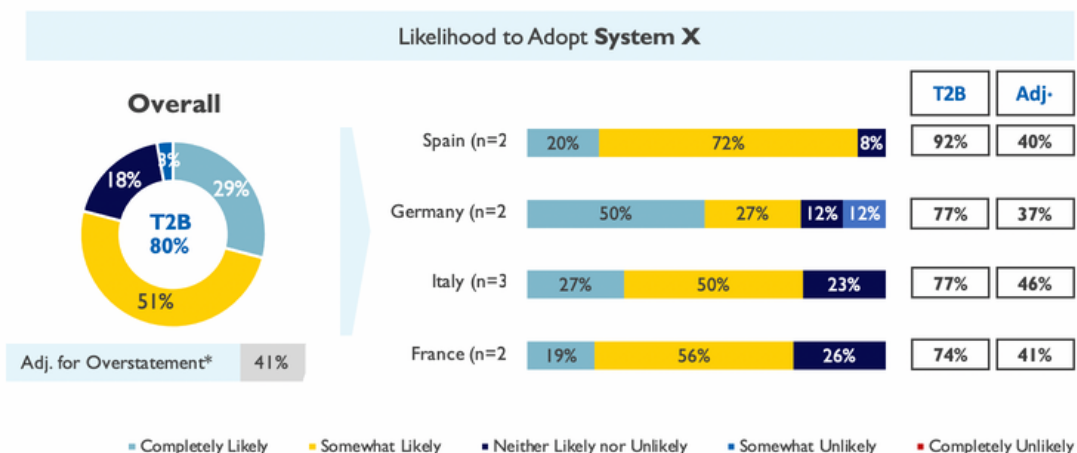
Respondents then followed a series of steps required by the validated methodology, which looked at ranking benefits of different drug contamination practices.

17 key benefits initially identified were then inserted into our big data analytics platform to show the top 10 benefits for each individual. The information derived from the exercise informed both the likelihood of adoption for "System X", and understanding **which benefits were most important to consumers**.

Results

Understanding Barriers of Entry and Adoption Likelihood in New Markets for Future Product Development

There is a **high likelihood of adoption in all 4 countries** that the product was tested in, particularly in Spain.





Real-time results, effectiveness of cleaning, and evidence of reduced exposure are the top drivers



Benefits like real-time results and detailed results could help the client differentiate itself in the current market



While System X is perceived to be performing better than current methods, it is most likely to be used for periodic checking

The Power of OSG Analytics

OSG is a **global technology and analytics provider** that delivers outcomes on customer engagement to Fortune 500 clients with the help of leading analytical technologies and world-class global resources. OSG uniquely combines historical data with the future needs of patients, physicians, consumers, or customers of our clients by going beyond the “who” and the “what” and understanding the **“how” and “why” behind their decision-making**. OSG focuses on the 3E’s, Behavioral Expectations, Superior Experiences, Guaranteed Engagement, to help drive growth through **customer-centricity**.

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