

Case Study

Leading Medical Device Company Uses the Voice of the Urologist, Nurse and Patient to Develop Their Products and Marketing Strategies

Continence Care Devices

Challenge

Our market research firm partner, Marketing Leverage, was struggling to find and engage European and US and European urologists, nurses and patients to provide input on continence care for one of their leading medical device clients.

Solution

Marketing Leverage sought after our expertise to recruit, develop and manage this “hard to reach” community. We successfully recruited several hundred members and provided a highly interactive platform to share their thoughts and opinions about policies, products, and services related to caring for incontinence. We built and maintained a panel website, in English and German, that provided a face to the panel. Provided targeted information administered incentives, reports and key findings, and managed its community. New members were screened and profiled through an online survey. Once recruited, members provided feedback through bulletin boards, focus groups, satisfaction surveys, brand awareness surveys and in-home product placement tests.

Results

This multi-national highly engaged and motivated panel has provided insight on products, brand and usage, and service issues across stakeholder groups of healthcare providers and users. Retention and response rates remain among the highest in the healthcare research industry. Costs of research projects have been reduced relative to traditional techniques. Client marketing executives have a more agile, timely and insightful resource to tap the voice of the healthcare professional and consumer.