

Custom Solutions

Case Studies: How Medtech Firms are Solving Complex Research Questions

1. Gather Time-Sensitive Global Insight
2. Discover Unmet Needs
3. Obtain End-User Insights
4. Develop Market Entry Strategies

Why work with MRG?

Collaboration

For every project, MRG partners with the company to ensure that the custom needs are met.

MRG Analysts

MRG's custom research projects are completed by MRG's Analysts, who have become in-house experts in a focused medical technology market.

Large End-User Database

MRG maintains large internal databases of medical device customers, consisting of tens of thousands of health care and medical professional contacts.

Global Experience

More than 20 languages are spoken fluently by MRG employees, giving us the ability to conduct meet your research needs anywhere in the world.

Project Experience

We conduct unique solutions for medical technology clients every day. We understand that there is no such thing as a one-size-fits-all product, and we can create a situation-dependent solution that leverages our expertise across therapeutic areas and our years of consulting experience.

Turnkey Service

From key issue diagnosis, data collection, analysis, and result presentation, MRG handles all steps of the consulting process.

Want to know more?
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millennium
RESEARCH GROUP

A Decision Resources, Inc. Company

Primary Research

Industry research

- Multipronged research with leading company staff
- Interviews with luminaries
- Interviews with other medical practitioners

End-user research

- Conference Surveys
- Focus Groups
- Conjoint analysis
- Interviews using various channels

Markettrack™ data

- Monthly or quarterly data from facilities, physicians, or other practitioners

Analysis tailored to your needs

Latent Class Analysis

SWOT and SNAP Analysis

Conjoint Analysis

Price Sensitivity Analysis

Van Westendorp

Net Promoter Score

...and more

Custom deliverable

Intuitive report presentation

Data spreadsheet

Slide deck

In-person presentation

...and more

Case Studies: Tailored Solutions for Complex Needs

1. Gather Time-Sensitive Global Insight

Situation	Three-Week Turnaround on 120 Physician Surveys in the US, Germany, and Japan
Challenge	A client needed to determine the profitability of consumables and capital equipment systems, including both direct and indirect costs, to inform its marketing and product design strategies. The client was looking for information on the US, Germany, and Japan, but only had three weeks before the information needed to be presented to its board.
MRG Approach	Surveys of physicians and laboratory managers were performed in the US, Germany, and Japan to gain a better understanding of cost variables. Surveys were completed online in the US (n=70), via fax in Germany (n=30), and over the phone in Japan (n=20) using native speakers for Germany and Japan. The results were delivered 15 business days later.
Outcome	In addition to an analysis of the results in PowerPoint and the raw data in Excel, the client was presented with interactive dashboards in Excel. These dashboards were used by the client's sales and marketing teams in order to conduct a breakeven analysis by system type.

2. Discover Unmet Needs

Situation	Opportunities in Lumbar Spinal Stenosis
Challenge	A client needed to gain physician-level perspectives of lumbar spinal stenosis (LSS). More specifically, the client needed to learn about <ul style="list-style-type: none">LSS diagnosesReferral networks for LSS patientsLSS treatment pathwaysInclusion/exclusion criteria for various LSS treatmentsClinical applications for certain LSS treatment devicesFuture device adoption patterns
MRG Approach	An online survey of neurosurgeons and orthopedic spine surgeons was critical to determining and analyzing these market patterns. Phase 1: An online survey of physicians was completed and the respondent sample consisted of: <ul style="list-style-type: none">NeurosurgeonsOrthopedic Spine Surgeons Phase 2: Focus groups were conducted with physicians who were grouped into different categories depending on their experience with LSS and different LSS treatments.
Outcome	Using the targeted end-user feedback and analysis received from MRG, the client gained valuable insight into the precise clinical needs of practitioners and discovered unmet needs. Following delivery of the results, the client was able to consult our in-house experts on several occasions to understand and assess the findings.

3. Obtain End-User Insights

Situation US Minimally Invasive Vertebral Compression Fracture Treatment Research

Challenge The client needed to obtain physician-level perceptions of minimally invasive treatments in the US for vertebral compression fractures (VCFs)—vertebroplasty and kyphoplasty—from the physicians providing these therapies. Key areas of interest included:

- Treatment pathway for a typical VCF patient

- Inclusion/exclusion criteria for each procedure (vertebroplasty and kyphoplasty)

- Current and future practice patterns for minimally invasive VCF treatments

The client required end-user feedback from a balanced set of practitioners performing minimally invasive VCF treatments.

**MRG
Approach**

Phase 1:

Over the course of 2 weeks, 25 preliminary telephone interviews were conducted with US practitioners who had experience performing minimally invasive VCF treatments. The client was able to listen to the preliminary interviews, which allowed for questionnaire modification before progressing to the latter phases of the project.

The respondents consisted of interventional radiologists (IRs), interventional neuroradiologists (INRs), neurosurgeons, orthopedic spine surgeons, pain management (PM) specialists, and physical medicine and rehabilitation (PM&R) specialists, which reflected the diverse nature of physicians performing minimally invasive VCF treatments.

Phase 2:

Over the course of 4 weeks, 50 telephone interviews were conducted with US practitioners from diverse specialties (interventional radiology, interventional neuroradiology, neurosurgery, orthopedic surgery, pain management, and physical medicine and rehabilitation).

Phase 3:

100 online surveys were collected over the same 4-week timeframe as Phase 2 with US physicians specializing in the same areas.

Outcome Due to MRG's thorough approach and deep domain expertise, the client gained detailed insight into the precise practice patterns of practitioners performing minimally invasive VCF treatments. MRG's in-house analysts presented the results to the client and were available post project completion for additional consultation and clarification. The client used MRG's analysis of the collected information to make important decisions about investing in the minimally invasive VCF treatment market.

4. Develop Market Entry Strategies

Situation	US Minimally Invasive Vertebral Compression Fracture Treatment Research
Challenge	The client needed to understand the potential applications for a new product it was releasing. Industry research, physician surveys, and physician interviews were critical to determining market and new product adoption information for the US and European surgical biomaterials markets.
MRG Approach	<p>Phase 1: Online physician survey of 570 physicians (across 8 specialties) determined:</p> <ul style="list-style-type: none">Procedure volumesCustomer requirements and preferences<ul style="list-style-type: none">o E.g. Current product usage, product preferences, ratings of product characteristicsTechnology adoption rates and requirements/wants<ul style="list-style-type: none">o E.g. Preferred product features, potential usage in procedures, price sensitivity, likelihood to adoptComplementary and exclusionary uses of various products <p>Phase 2: Telephone interviews of 70 physicians determined the following:</p> <ul style="list-style-type: none">Brand awareness of the major competing productsValue proposition for a new technologically differentiated productQualitative opinions of current and proposed new productsLikelihood to adopt <p>Phase 3: Detailed market forecast based on the survey, interview, and industry-based research to forecast the potential for this new product, including:</p> <ul style="list-style-type: none">Quantitative information such as units, average selling price, market values, and market share forecasted for a five-year period andQualitative analysis of trends, market dynamics, and the competitive structure.
Outcome	Using our analysis and recommendations, the client was able to expand its target customer base from 1 to over 4 physician specialties, quadrupling its revenue potential.