

## CASE STUDY

# Medical device manufacturer evaluates potential concepts



### THE CHALLENGE

A major medical device manufacturer was looking to evaluate two potential concepts in the otolaryngology space to treat chronic rhinosinusitis (CRS). The goal of the research was to 1) better understand current practices and solutions for treating CRS, and 2) to test physicians' receptiveness to the new product ideas.

### WHAT WE DID

Applied Marketing Science (AMS) was engaged to conduct a two-phased market research study to provide key data points regarding the further development of the two potential concepts. The research was designed to investigate in which circumstances physicians would opt to use one of the concepts over another, and what additional information would be needed to increase acceptance of a new device.

AMS began with in-depth interviews of ENTs and otolaryngologists across the United States treating CRS in office or in the OR. The depth and breadth of the insights gained from the interviews allowed the client to refine the product concepts, target the correct physicians, and answer key questions related current practices in the space. The team knew it needed hard data to quantify the acceptance of each concept and determine next steps for developing a prototype. Accordingly, AMS engaged physicians to evaluate the concepts on dimensions such as appeal, clarity, believability, uniqueness, and likelihood to trial. The team then targeted its investments toward the concept with the most enthusiasm and refined its development approach based on questions still unanswered for physicians.

### THE OUTCOME

The research led to some interesting and unexpected results. While the client had wanted to choose one concept to move forward with, data indicated that both concepts were well-received by ENTs and had the potential to revolutionize pain management in treating CRS. The client took the results and chose to further refine both concepts and explore how the concepts could be used in tandem rather than individually. The research provided clarity to the next stage in the product development cycle (development of prototypes), while also ensuring that outstanding questions from physicians were answered within any future marketing materials. The results positioned our client to increase market share in the ENT space and, more importantly, help ENT physicians to better manage and treat pain related to chronic sinusitis.

#### CLIENT

A major medical device manufacturer

#### INDUSTRY

Medical Products and

Pharmaceuticals

#### SERVICES

Concept Testing, Voice of the

Customer

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