

MLC EXPERT CONSULTING

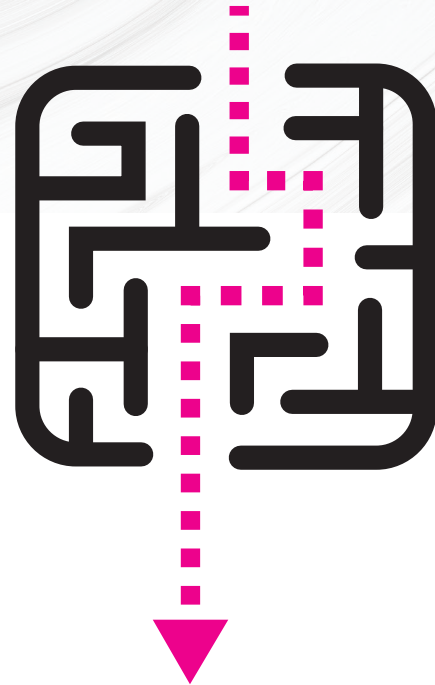
Empowering Product Positioning through Market Research Insights and Clinical Expertise

Client

Global supplier of medical devices, services, and solutions

Challenge

When new products are launched, marketing teams often have limited information about real-world usage. Including specific questions in post-commercialization customer satisfaction studies can confirm anecdotal data on intended use and outcomes, filling this critical information void.



Solution

We created and executed a Voice of Customer (VoC) quantitative research plan. Using digital technologies, we:

- Authored a survey, reviewed, and obtained international client approval
- Translated the English version of the survey into 5 languages
- Programmed the survey and collected responses
- Back translated non-English open-end comments and coded all unstructured data
- Cross-tabulated and analyzed data



Results

The client was “thrilled” with the project deliverables of:

- ✓ An insightful, internal-use summary report containing data visualizations.
- ✓ An external customer-facing white paper supporting a new evidence-based use case and favorable product sentiment.

We went “above and beyond” also providing the client with an abstract supporting their enhanced clinical positioning.

- ✓ The abstract was accepted for oral presentation at a prestigious international disease state meeting.



Benefits

- The client confirmed anecdotal data on intended use and outcomes, filling a critical information void.
- The client generated clinical support for their product, which helped them to enhance their product positioning.
- The client gathered valuable insights into their customers' needs and wants, which can help to improve their products and services in the future.



Conclusion

The client was extremely satisfied with the research process and results. The insights generated were valuable for future product development and marketing efforts. The client was also pleased with the white paper and abstract, which helped to position the product as a leader in its field.