

Testing and Optimising a Medical Technology Concept

Leveraging the GLG Expert Network to Refine and Contextualise Product Ideas and Concepts

CHALLENGE

GLG's client was exploring a new product that combined existing medical technology with artificial intelligence algorithms. This product should improve patient safety and lead to increased operational efficiency. As part of the company's product development process, GLG was asked to conduct a systematic validation of the value proposition with healthcare professionals.

THE GLG APPROACH

GLG took an integrated approach combining quantitative and qualitative methods, conducting a short survey with 60 hospital buyers and clinicians. From a list of specific job titles, we recruited healthcare professionals to participate in a quantitative concept test.

Insights from the survey informed the next research step: qualitative in-depth interviews were conducted to identify weaknesses and improve strengths. Qualitative researchers used questions and KPIs from the quantitative survey, encouraging their GLG Network Members to think aloud while rating the concept. By linking the quantitative and qualitative processes, GLG provided rich insights that cast light on the best path ahead.

OUTCOME

GLG's research revealed opportunities for improvement in the company's value proposition, especially regarding the integration of new AI technology into existing systems.

FEATURED PRODUCTS



GLG Calls



GLG Surveys

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Testing value propositions for highly sophisticated new technology is not an easy task. It requires access to the right target populations and state-of-the-art research methods. GLG helped a global medical technology company test its new concept by integrating the best of qualitative and quantitative research.

Why GLG?

Best-in-Class Tech Populations

GLG sourced a sample of 60 hospital buying decision makers and their key influencers.

Dedicated Service Teams

GLG managed the research end-to-end, conducted a survey first, followed by in-depth interviews.

Focused Methodologies

GLG applied comprehensive concept testing methods by integrating qualitative and quantitative strategies.

As the world's insight network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision

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