



CASE STUDY

Saving the Lives of Premature Newborns with Innovative Medical Tech

Helping Social Impact Fellow Equalize Health Launch a Neonatal Respiratory Device

CHALLENGE

Respiratory distress syndrome (RDS), which affects 1.2M premature babies each year, is the leading cause of infant mortality globally. Medical tech nonprofit Equalize Health developed a neonatal respiratory device (nCPAP) that addresses major barriers to treating RDS in low-income regions, and sought input on navigating regulatory and market landscapes for its launch.

THE GLG SOLUTION

Over the course of several months, GLG helped Equalize Health develop their regulatory and scaling strategies for the device by:

- Coordinating eight calls with a GLG Network Member who is an expert in medical equipment regulations
- Running a voice of customer study to understand willingness to pay
- Connected the team with experts in hospital procurement who could help vet a planned distribution model

OUTCOME

Equalize Health developed a regulatory strategy for their nCPAP project with more accurate timelines and budgets. Their device will soon be saving lives across South Asia and sub-Saharan Africa.

FEATURED PRODUCTS



GLG Social Impact



GLG Calls

GLG served as a vital research partner for medical tech nonprofit Equalize Health as they navigated regulations and procurement processes to roll out their life-saving neonatal CPAP device.

Why GLG?

In-Depth Partnership

GLG worked closely with Equalize Health to understand their needs and connect them with the best possible experts.

Recurring Relationships

After finding a niche expert in medical equipment regulations, GLG facilitated multiple follow-up conversations between them and the Equalize Health team to address new questions as the project developed.

Global Expertise

GLG's global reach helped establish a connection between Equalize Health and potential customers across Southeast Asia.

[Learn more](#)

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

The information provided in this marketing material is for informational purposes only. The information is not offered as advice on a particular matter and should not be relied on as such.

GLG® and the GLG logos are trademarks of Gerson Lehrman Group, Inc.

©2022 Gerson Lehrman Group, Inc. All rights reserved.