

Positioning Respiratory Care & Anesthesia Products in the Acute Care Hospital Market

Relevant Components

- Healthcare product positioning
- Qualitative focus groups
- Qualitative in-depth interviews (IDIs)
- Product name development
- Positioning strategy & statements
- Customer groups: C-suite, Risk Managers, Biomed Managers, Nurse Managers, Anesthesiologists, Respiratory Therapists

About ResearchWorks

We're dedicated to helping socially-minded organizations advance their mission and improve their bottom line. We provide marketing and communication strategies to life sciences, hospitals, nonprofits, medical device companies, and others working for improved health.

For more information, go to:
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The Challenge

A medical device company was in the process of launching a line of components for their main respiratory care and anesthesiology devices. They had developed a positioning strategy and concepts based on their knowledge and familiarity with the market. Their assumption was the target customer group selected would be the one that valued the features offered the most. We were brought in to provide customer voice research and strategic development services to validate the strategy prior to the launch.

The research project was conducted in two phases. The first qualitative phase brought together key potential customers, such as respiratory therapists and managers, in focus groups at a national conference.

The Breakthrough

In the initial round of focus groups, we discovered that the customers initially targeted by the client were not the ideal segment for the products' features and benefits. We also found that the concepts resulting from the selected main positioning strategy did not test well. We developed new positioning strategy options and designed a second phase of research with new customer groups based on first-phase experience. This rearrangement allowed us to emerge from the second research phase with a well-vetted positioning strategy.

We recruited six groups onsite and tested with them positioning statements and product features. We had two objectives: To discover what resonated with them and why it did.

The second phase of the research was done via in-depth telephone interviews (IDIs) with additional customer groups, including C-level executives, risk managers, biomed managers and other clinical managers.



The Results

Once the second research phase was completed and a final positioning strategy was in place, we worked with the client in the development of a marketing message and visual and thematic concepts that spoke to their target audience. These new concepts were then successfully executed by the client company's internal creative group.

The research we conducted and the refocusing of their strategy that followed, along with the concept development work, helped avoid a potentially costly marketing mistake. Had they moved forward as planned before the repositioning, they would have targeted the wrong customer segments with an inaccurate positioning and message. By intently listening to the voice of the customer and reshaping the strategy to meet their needs with our help, they emerged with a sound, effective strategy leading to a significant ROI.