

# Maximizing Sales to Hospitals: Getting to the Right Target Customer

## What's this about?

- Pinpointing target audience
- Healthcare product positioning
- Positioning strategy & concepts
- Focus groups and In-Depth Interviews (IDIs)
- Customer groups: C-suite, Risk Managers, Biomed Managers, Nurse Managers, Anesthesiologists

## Who are we?

ResearchWorks is a strategic consulting firm with deep roots in custom research, serving health and healthcare organizations from idea to market.

## What's our magic?

We use our deep Healthcare industry experience, behavioral science roots, and intellectual firepower to translate advanced research into winning strategies and validated decision paths for better products and more effective marketing. Our creative team then provides proven tools to build your brand, shape your products and services, and go to market with powerful messaging.

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## The Challenge

One of our MedTech clients was about to launch a line of components for their main anesthesiology devices. They had developed a positioning strategy and creative concepts based on their knowledge and familiarity with the market. Their assumption was that their traditional target customer group would value the new differentiated features and benefits the most. We were brought in to provide strategy guidance and customer voice research to vet their strategy prior to the launch.

## The Breakthrough

In the initial round of focus groups with Anesthesiologists and Anesthesia Techs, we discovered that they were not the ideal target—they didn't highly value the new features and benefits, and the creative concepts the creative agency had developed did not resonate.

We quickly pivoted based on the insights, identified the new target customers, and redrafted the positioning and creative. We validated this with a quick second round of research with the new targets: Risk Managers, Biomed Managers, Clinical Managers, and C-level executives. We then collaborated with the client team to develop marketing message and visual and thematic concepts that resonated with their new targets.

## The Win

Had they moved forward as planned before the repositioning, they would have targeted the wrong customer segments with ineffective positioning and message. By listening to the voice of the customer and reshaping the strategy to meet their needs, we helped them emerge with a sound, effective strategy leading to a significant ROI.