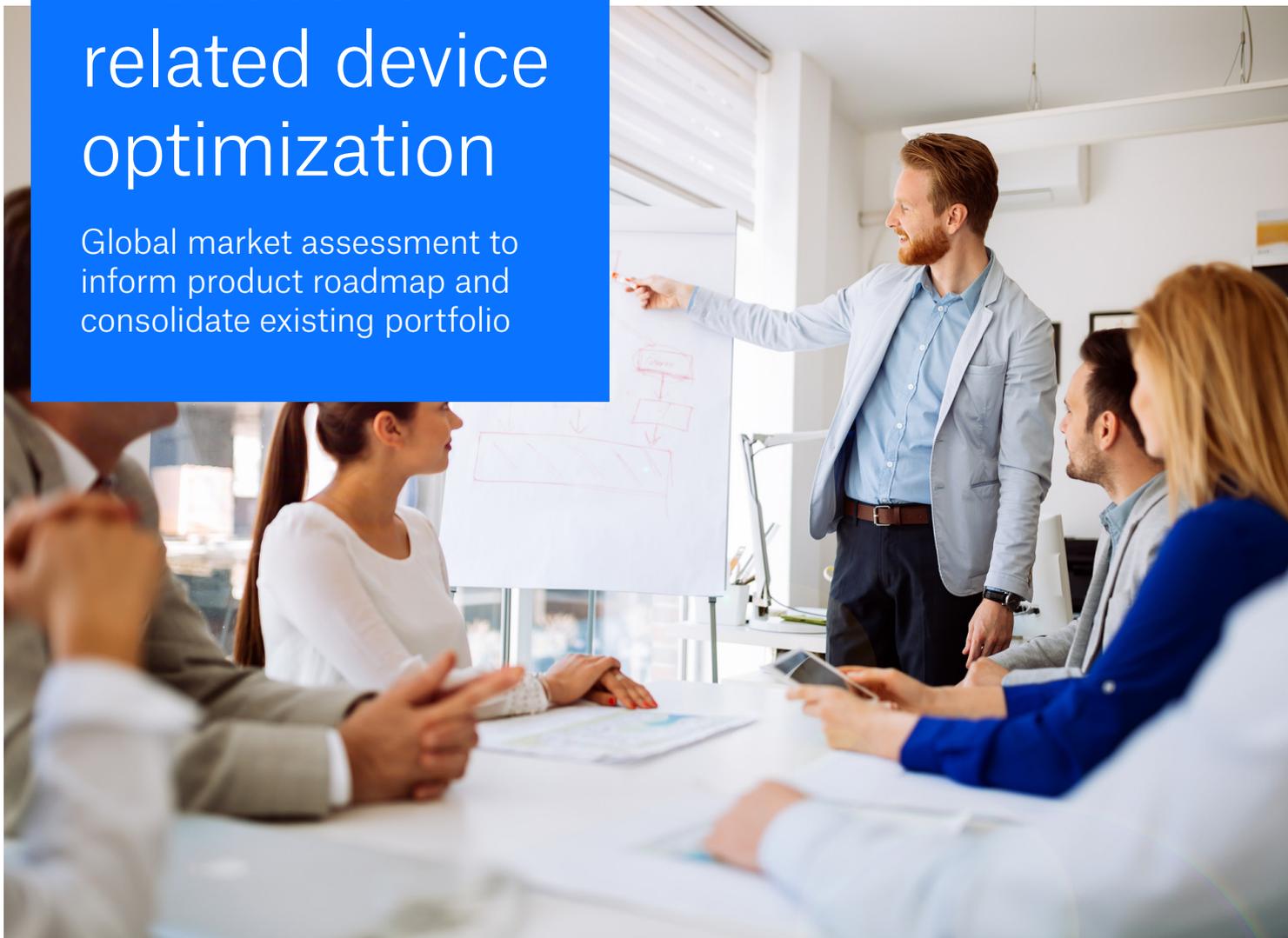


# Procedure-related device optimization

Global market assessment to inform product roadmap and consolidate existing portfolio



## Challenge ↗

The client needed to optimise its existing product range and ensure its products could accommodate new surgical techniques being employed globally

## Approach ↗

- Primary research, including observational research of surgical procedures
- Interview with surgeons in the US and Europe
- Defining the needs of users and how this varied depending on their preferred procedure
- Needs translation with full traceability back to primary data
- Multinational team
- Face to face concept validation with surgeons in US, UK and China

## Benefit ↗

- Robust and data-driven basis for portfolio decision-making
- Primary research provided new insights into a key geographic market
- Deep understanding of stakeholder needs across different geographies
- New insights into lifecycle management
- Global launch of new products