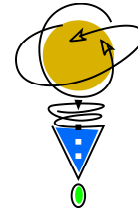


Corporate Success: Medical Products



CLIENT:

A well-known Fortune 500 firm that develops medical devices such as pacemakers and other cardiac care implants.

NEED:

Long range insights into physician and patients unmet needs.

SOLUTION:

OVO developed a series of workshops with key influencers and lead users, using ethnographic and customer experience journey tools.

OUTCOME:

New product and service opportunities and areas for improvement in sales and service management.



For a Fortune 500 medical products manufacturer, OVO helped identify new long range product

and service opportunities by working with “lead user” electrophysiologists.

Getting Started

Our client had good insight into current needs and market opportunities, but felt its longer term pipeline was uncertain. Industry changes and increased regulatory oversight, combined with an aging population meant that while many consumers were using implanted devices costs continued to increase.

At the same time, impending legislation and product recalls were clouding the market and making new product development difficult.

Customer Insight

Together with the marketing team from our client we devised a series of customer insight workshops, using experienced cardiologists as lead users.

In the series of workshops we incorporated three innovative tools to gather insights: a lightweight ethnography interaction, examination of the customer experience journey and idea generation based on the insights from the first two techniques. These workshops were recorded for future use by team members who were unable to attend.

Results

In just a few sessions with these engaged lead users, seeking insights about unmet needs and future product and service direction, we uncovered

a significant number of new product opportunities, including incremental needs as well as potentially disruptive products and services. These ideas are currently in the pipeline to become new products. Our research also indicated a number of major changes to the design of the customer experience that are being implemented.

For more information, contact OVO today:

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