

## Case: A major diagnostics manufacturer enlisted DeciBio's services to conduct VOC research and develop a product commercialization strategy



### Project Background:

- Client had developed a novel technology for the rapid detection of infectious pathogens and required assistance in developing commercialization strategy and sales tactics
- DeciBio's services were contracted to profile relevant stakeholders, characterize existing workflows and acquisition / implementation processes, and develop a product-specific launch strategy

### DeciBio Tailored Approach:



### Primary Research:

- Conducted **50 in-depth stakeholder interviews** with laboratory directors and hospital policy implementation supervisors in multiple settings across 7 different countries
- Interviews centered around technology usage, procurement responsibilities, interactions with other stakeholders, purchasing drivers / barriers, product evaluation criteria, pain points and unmet needs, and feedback on the client's product profile



### Quantitative Analysis:

- Built a **bottoms-up model** of the pathogen screening / surveillance market segmented by technology, geography, setting, pathogen, etc., with 3 distinct model scenarios

### **Outcomes:**

- Based on research and analysis, DeciBio identified key purchasing stakeholders, outlined testing and purchasing workflows, and recommended commercialization and market development tactics

### Project Summary

<b>Industries:</b>	• Clinical diagnostics
<b>Topic(s):</b>	• Product commercialization
<b>Project Components:</b>	• Voice-of-customer research • Workflow analysis • Market modelling • Strategy / tactics development
<b>Project Timeline:</b>	• ~8 weeks
<b>Geographic Scope:</b>	• U.S. • EU

### By the Numbers

50

Stakeholder Interviews

5

Model Segmentations

7

Countries Researched and Modelled

3

Model Scenarios