



# Optimising Medical Technology for Primary Care Workers

*Getting First-Hand Concept Feedback from Practitioners*

## CHALLENGE

As a leading manufacturer of medical devices, GLG's client sought ways to improve primary care workflows through optimised technology.

GLG was asked to test the client's new value proposition with doctors and nurses. The client wanted to know how their concept would resonate with potential customers, if their value prop addressed the priorities of primary care workers, and how they could improve the value prop if necessary.

## THE GLG APPROACH

GLG conducted a 15-minute online survey with 100 primary care workers, all GLG Network Members. In the survey, we presented a one-page summary of the client's value proposition and asked respondents to highlight what they liked most about it and what they wanted to be improved. The survey also covered relevant performance indicators, like concept credibility, perceived uniqueness, and perceived added value.

## OUTCOME

The insight gleaned from the survey confirmed that GLG's client was working on just the right thing at the time. Primary care workers perceived a clear added value. Concept heat maps revealed the relative strengths and weaknesses of the value proposition and proved to be extremely useful to fine-tune the concept.

## FEATURED PRODUCTS



GLG Concept Testing



GLG Surveys

[Learn more](#)

## Client Quote

**"GLG team has been incredibly helpful in understanding our problem, scoping it, putting the right tools and methods to test out our hypothesis. We felt we were in professional good hands all the time. Their input helped shape the overall survey and ensured we got the very best results. Those came quickly and were incredibly insightful. GLG's experts helped us tremendously to understand and interpret the raw data."**

## Why GLG?

### Best-in-class Population

GLG uses the world's largest network of senior decision makers to access the right customer profiles and thus establish the true value of products/services.

### Applied Methodology

GLG used its Concept Testing approach to validate the value proposition with potential buyers. We provided a structured framework to derive the right customer insights based on precise, quantifiable concept feedback. ensure the relevance and usefulness of the final discussions.

As The World's Insight Network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

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