



## MARKET VALIDATION USE CASE

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## Sample Use Case

### Sample Use Case: Patient Education Content Company

- **Description:** ABC Health sells patient education content to providers to assist patients with managing their conditions. Content is in multiple modules including video, static images and text
- **Need:** Understand how to improve sales and determine market size for new content solutions in production mode
- **Timeline:** 10-12 weeks
- **Value Proposition:** Data will provide clear insights into what buyers want to buy, how they rank amongst other options in the market, and appetite for new content solutions



### How Validation Would Be Performed

- 1. Identify Respondent Audience:** Directors of Quality, Patient Education and Patient Experience are the buyers and influencers for ABC Health's solutions. Target mid size hospitals, non-profit and academic medical centers in city metro areas.
- 2. Formulate Ideal User Experience/Value Proposition:** Showcase cross section of content products including a mix of best sellers and ones that do not sell as well (based on historical sales figures). Material: have respondent view video and PDF of content offerings. Feedback bank focus on: ABC Health solutions, on company in general, competitive rank amongst 5 other competitors, and opinion of new solutions still in production mode.
- 3. Recruit Respondent Audience:** 30 respondents. 10 Quality Directors, 10 Patient Education Directors, 10 Patient Experience Directors. Mix of non-profit and academic medical center
- 4. Showcase and Perform Validation:** Load BAHA feedback engine with client approved feedback question bank and open validation period
- 5. Analyze and Provide Insights:** Review feedback data, run analytics, and flush out trends and insights

### Additional Use Cases

1. Unified nurse communication solution
2. Consumer centric device for tracking medication adherence
3. Patient engagement solution for care management
4. Hardware: Table and cabinet solution for use in patient rooms

## Sample Use Case: Patient Education Content Company Analytics-Insights-Actions-Results

**Analytics:** ABC Health is 3<sup>rd</sup> amongst its competitors (likelihood to buy). 80% of Buyers liked video content over text based content. 73% of Respondents liked new product concepts and would recommend to their patients. 69% of respondents preferred the entertainment value of content over health literacy.

**Insights:** Analytics showed ABC Health should focus on the following:

- Existing offerings were competitive but were not #1 choice in the market
- Resources should be redirected to focus on digital (video) based content
- Leading text based content should be converted to video/image format
- Video content strategy should focus more on entertainment through more use of animation and graphics
- Explore partnership to garner more sophisticated video assets
- Patient/Consumer data should be gathered to gauge satisfaction of content

**Actions:** Based on the analytics and insights, ABC Health took the following actions:

- Sales focus redirected on selling more digital content
- Redirected funds and increased product development budget by 25% to focus on video production and delivery
- Partnered with leading animation and graphics company
- Initiated Validation Studies focused on gathering user feedback on multiple content sets

**RESULTS:** Strategic steps taken led to the following key milestones:

- Overall revenue increased by 12%. Video content sales now represented 62% of overall growth and increased 35% year over year
- Product mix shifts: over 70% of offerings are now multimedia based
- Patient utilization of video content increased across 23% of customer base
- Established collaboration with multiple leading academic medical centers to create video/3D/animation based content on complex clinical topics.



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