

Medical Devices

Hansa works with the world's leading medical device firms to support their research needs for market assessments, segmentation and sizing; customer loyalty; brand attraction and retention; and product/service innovation.

Medical device firms confront continuous and increasing pressure to expand market share and increase profitability by introducing products and services that deliver better outcomes, greater efficiency, and increased ease of use.

Hansa employs state-of-the-art research methods to help clients with these issues, stay ahead of competitors, and anticipate the evolution of customer needs.

We conduct both qualitative and quantitative research around the world to discover and validate opportunities for our clients. Our research consultants have led the industry in advancing techniques to understand the complex set of rational and emotional factors involved with any medical device, whether with the patient or caregiver.

Our qualitative innovations have included ExperienceBoards™ to uncover subconscious motivators, EmotivePhysics™ analytic methods to measure emotional intensity and reactions to product concepts, plus numerous other methods including traditional in-depth interviews, focus groups, and KOL ideation workshops.



Our quantitative methodologists are expert on techniques to gain statistically reliable insights from customer and market data. Our tool set includes advanced modeling methods like structural equation modeling, Shapley value analysis, Monte Carlo simulation and hierarchical Bayesian analysis, as well as foundational techniques such as all forms of regression analysis and confidence testing.

In all our work, we go beyond the research data to assist clients with developing meaning and application of the data to business problems, for example, to create new brand positions, market strategies, customer communications plans, and customer experience improvement, among other areas.

Sample engagements include:

- For a global firm, we worked with anesthesiologist KOLs to ideate new product concepts.
- For a surgeon segment, we uncovered needs for product enhancements to address surgeon concerns in the operating room.
- For a leading device supplier, we assessed their brand identity in multiple countries and created a new brand positioning strategy.
- For a manufacturer of consumer diagnostic devices, we assessed the impact of their patient and caregiver education program on patient loyalty.
- For an innovative genetic diagnostic equipment maker, we developed new brand concepts, a brand management strategy, and a brand training program for their internal staff.

Hansa provides a full range of qualitative and quantitative research services. Our experienced research and consulting team, including PhD-level statisticians, uses innovative, data-driven methodologies tailored to our clients' research needs.

We pride ourselves on our ability to truly understand the voice of the customer and translate that voice into winning strategies for brand development, marketing communications, customer relationship enhancement, and product/service innovation.