CASE STUDY 16

"TEMPORAL SCANNER"

Research Objectives

Medix was approached by Actamed, a medical devices company and leading supplier of temperature management equipment in the UK. They wanted us to conduct market research on a device called Temporal Scanner™. The Temporal Scanner™ is a fast non-invasive method of taking a temperature reading using advanced infrared technology. It works by gently scanning the thermometer across the forehead, over the temporal artery.

They wished to gain incite into the primary care market, gathering views on the circumstances and frequency during which temperature was taken regularly by GPs on patients which presented various chronic conditions

Methodology

The questionnaire was carried out online over a period of one day. Results gathered were of a high quality. 209 general practitioners participated in the study with an acceptance rate of 99%.

Results & Conclusions

The study successfully uncovered many of the main points the client was exploring with much interest generated but questions raised over cost and necessity and justification over regularly used existing devices e.g. Tympanometer.

Catherine Grimshaw - E-Business Marketing - Actamed

"As a result of this online detail programme we achieved a 3% increase in sales… within hours of going live our GP project was completed, and full report details were sent through."

"With no experience of the primary care market we were looking for more than an 'on-line detail' supplier – we needed some consultancy, knowledge of primary care and marketing ….Medix rated high in all the independent research we carried out in this area and exceeded our expectations."

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