



Case Study: New Product Development for the Hospital Market

Client

Repackager of generic IV drugs into cost-effective delivery systems

Project Objective

To assess the impact of a new IV drug delivery system on hospital pharmacies' inventory management systems

Methodology

MedSpan used a two-phase methodology. In Phase I, MedSpan conducted telephone interviews with hospital pharmacy directors to identify key inventory management challenges facing the new drug delivery system. In Phase II, MedSpan visited hospitals around the country to refine its evaluation of hospitals' inventory management systems and recommend solutions that would facilitate adoption of the new IV drug delivery system.

Results/Recommendations

- Revised value proposition to build upon customer-perceived advantages and disadvantages
- Segmented the hospital market, resulting in more accurately focused marketing strategies and tactics
- Recommended product enhancements for second-generation design
- Acquired intelligence regarding competing products to create a more effective business plan