Webinar

R&D strategy in Diagnostic Blood & Plasma Screening Technology

Speakers:
Jasper Van de Sande & Hugo Verpeet, SUAZIO

Convenor:
Bernadette Rogers, EphMRA

Online Event

Our Speakers

Jasper Van de Sande, Business Consultant, SUAZIO

Jasper joined SUAZIO Consulting in 2018. He holds a master's degree in Social Psychology from University of Tilburg. Jasper has 15+ years of experience in international market intelligence in different pharmaceutical and medical device companies (JNJ, Medtronic).

His primary interest is in consumer behaviour, behavioural economics and new business development. Using his years of business consultancy experience, he is always looking for the best way to generate insight and will embrace innovation.

Hugo Verpeet, sr Business Consultant & Partner, SUAZIO

Hugo brings over 30 years of extensive international experience in the life science industry and has held key positions in general management, business development, and marketing in start ups, early-stage development, and large company environments. His experience covers capital equipment, consumables, and disposables. He has worked and lived in several European countries and in the US.

What you will learn today

- Short feedback on Covid impact on Laboratory workflow

- Blood & Plasma screening capital equipment is complex
- Multiple product level conjoint research should be done via ACBC methodology
- Product positioning and how to prioritize R&D development

Relation with COVID-19 - Large increase in test volumes

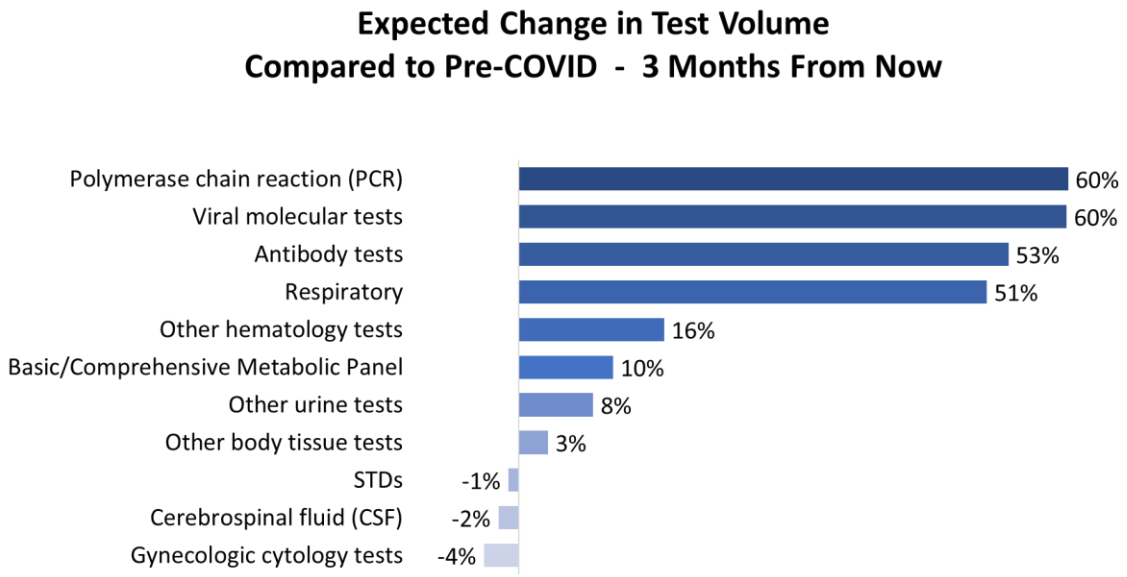


Figure 3. Average test volumes compared to pre-COVID in 3 months from now (June)

*SUAZIO market survey N=64, Laboratory Directors/Managers, EU5 + US

Relation with COVID-19 - Demand for innovative solutions to deal with workflow

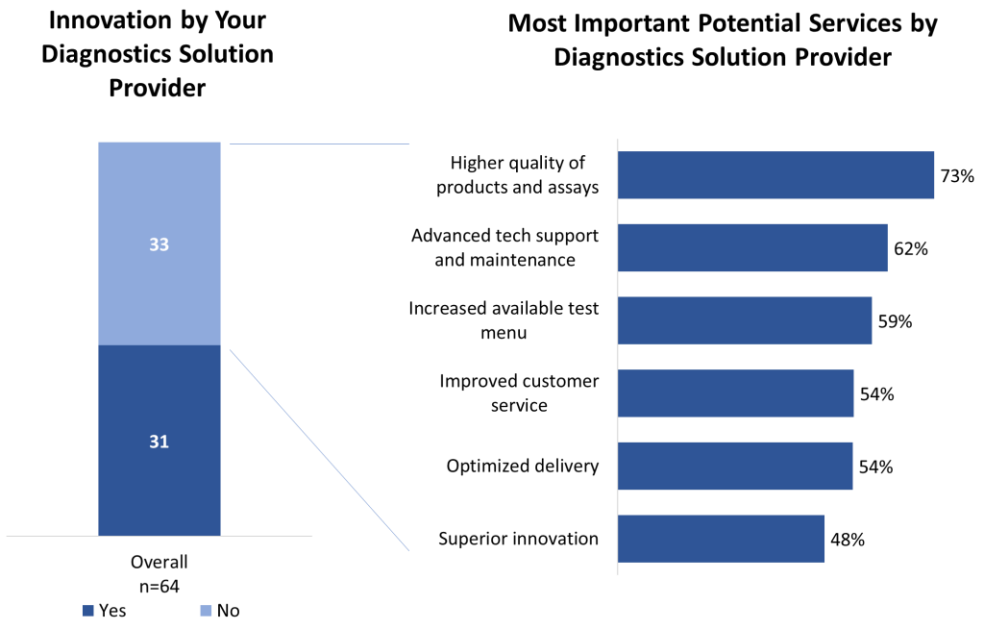


Figure 6. Number of respondents indicating that their main diagnostics solutions supplier offered them innovative solutions related to COVID-19 which enhanced their laboratory's workflow and make it more efficient and Potential services by diagnostics solution providers that would be useful.

*SUAZIO market survey N=64, Laboratory Directors/Managers, EU5 + US

Client Challenge:

- Blood & Plasma screening capital equipment has large variety of features and product configurations (150+)
- Competition has similar systems with similar product configurations (7+ competitors)
- Uncertain what product features should be prioritized (different preferences)
- Uncertain how to balance product quality vs product price (different customer segments)

Client Objectives:

Testing of New Product Concept within the Blood and Plasma Screening Space:

- Uncover customer preferences of suggested, multiple, product attributes
- Have customers rank and trade-off product attributes in terms of importance
- Position new product concept between existing competitive products

SUAZIO approach:

1. Competitive analysis and desk research, including prior research, on product attributes
2. Conjoint Study: Adaptive Choice-Based Conjoint (ACBC)
   helps determine how people value different product attributes that make up a complete product/service
3. Conjoint Simulator

Online interviews approximately 30-40 min

N=80 respondents (Laboratory Managers/Directors)

Approach:

1. Competitive analysis and desk research, including prior research, on product attributes

11 product attributes and 6 levels

Attribute	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
A	200	400	600	800	1000	
B	Yes	No				
C	2 hours	3 hours	4 hours			
D	1	8	16	16+	Discrete levels fine. Do not need to model entire range of values	
E	100	300	450	600		
F	7’ X 3’ (213cm X 91cm)	10’ X 4’ (305cm X 122cm)	14’ X 4’ (427cm X 122cm)	6’ X 3’ (183cm X 91cm)	4’ X 3’ (122cm X 91cm)	6.5’ X 3’ (198cm X 91cm)
G	Yes	No				
H	Yes	No				
I	Yes	No				
J	Yes	No				
K	Cost per donation 20% LESS than your current costs	Cost per donation 10% LESS than your current costs	Cost per donation EQUAL to your current costs	Cost per donation 10% MORE than your current costs	Cost per donation 20% MORE than your current costs	

Adaptive Choice-Based Conjoint (ACBC)

To evaluate the landscape and to get a realistic overview of what respondents would choose in a real-life situation, we conducted an ACBC-conjoint exercise. A typical exercise is structured as follows:

Part 1: Build Your Own

Respondent is shown a number of product categories with varying levels. The respondent selects their ideal level for each category.

This allows you to see the **IDEAL CONFIGURATION** for the product you are assessing.

Part 2: Screening

Respondent is shown a number of screens with possible configurations, similar to but different from their ideal product.

Each respondent decided which configurations would generate interest. This allows you to see the **TRADEOFFS** customers would make in evaluating various products side by side.

Part 3: Choice Tournament

Respondent is shown a number of screens with possible configurations. The respondent must select the option that works best for their facility.

This allows you to see the **IMPORTANCE** of each product category as well as a **UTILITY SCORE**, which shows which levels have a positive or negative impact**,** compared to the average attribute

Differences between CBC and ACBC

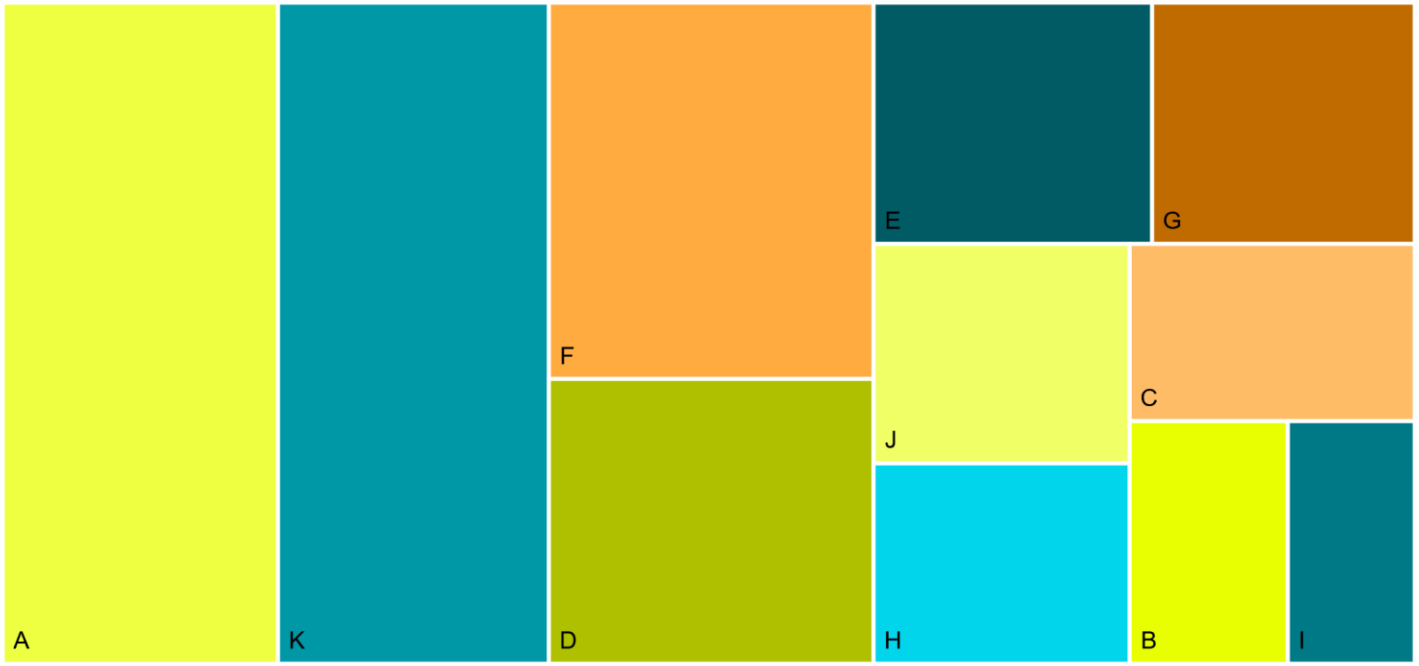
	Choice-Based Conjoint (CBC)	Adaptive Choice-Based Conjoint (ACBC)
Sample Size	Larger sample size needed (minimum of 100 respondents per segment)	Works for a smaller sample (minimum of 50 respondents per segment)
Number of Attributes	Recommended: Maximum of 6 attributes	Recommended: 5 to 15 attributes
Respondent Engagement	• Questionnaire needs to be short for respondents to stay engaged • Best for simple choices between products and services	• Interview is more interactive, keeping respondents more engaged • Best for complex products and services
Survey Method	Web-based survey is preferable	Web-based survey only
"Must Have" and "Unacceptable" Features		• Respondent picks Build-Your-Own configuration and then chooses products within that and trades off attributions and levels • Extra learning about must-have or acceptable features

Approach:

2. Conjoint Study:
   Adaptive Choice-Based Conjoint (ACBC)

Attribute A, K & F are most important attributes

Attribute Importance



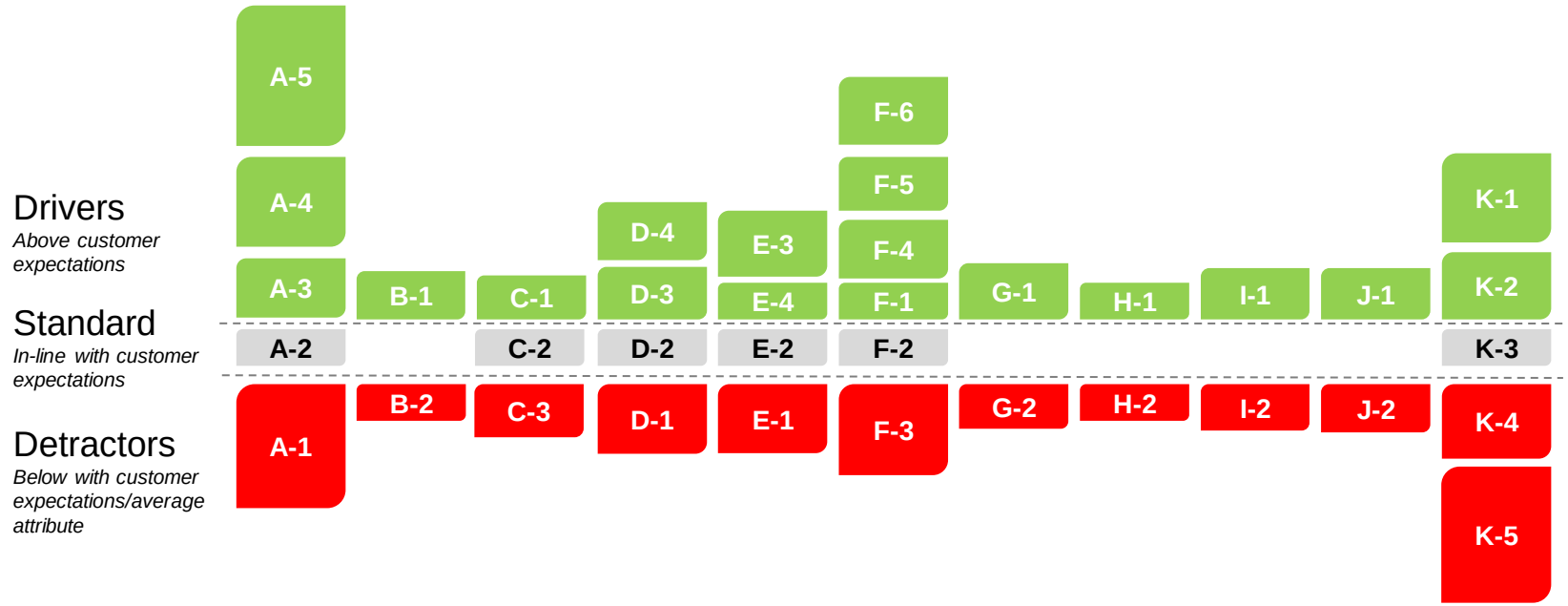
Treemap - importance ratings of attributes on 100% total

Approach:

2. Conjoint Study: Adaptive Choice-Based Conjoint (ACBC)

Attribute levels can be value drivers or detractors

Attribute Levels Value Perception Based on Utility Score

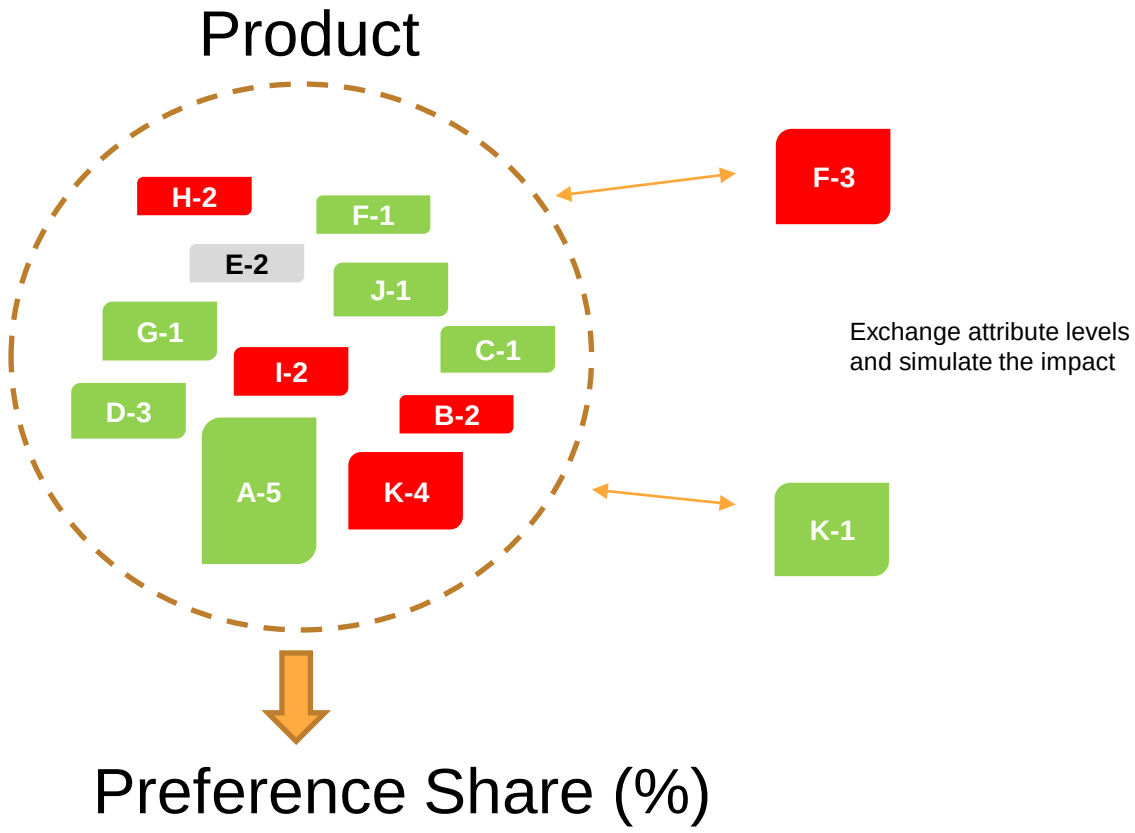


*Size of level correlates with utility score

Approach:

3. Conjoint Simulator

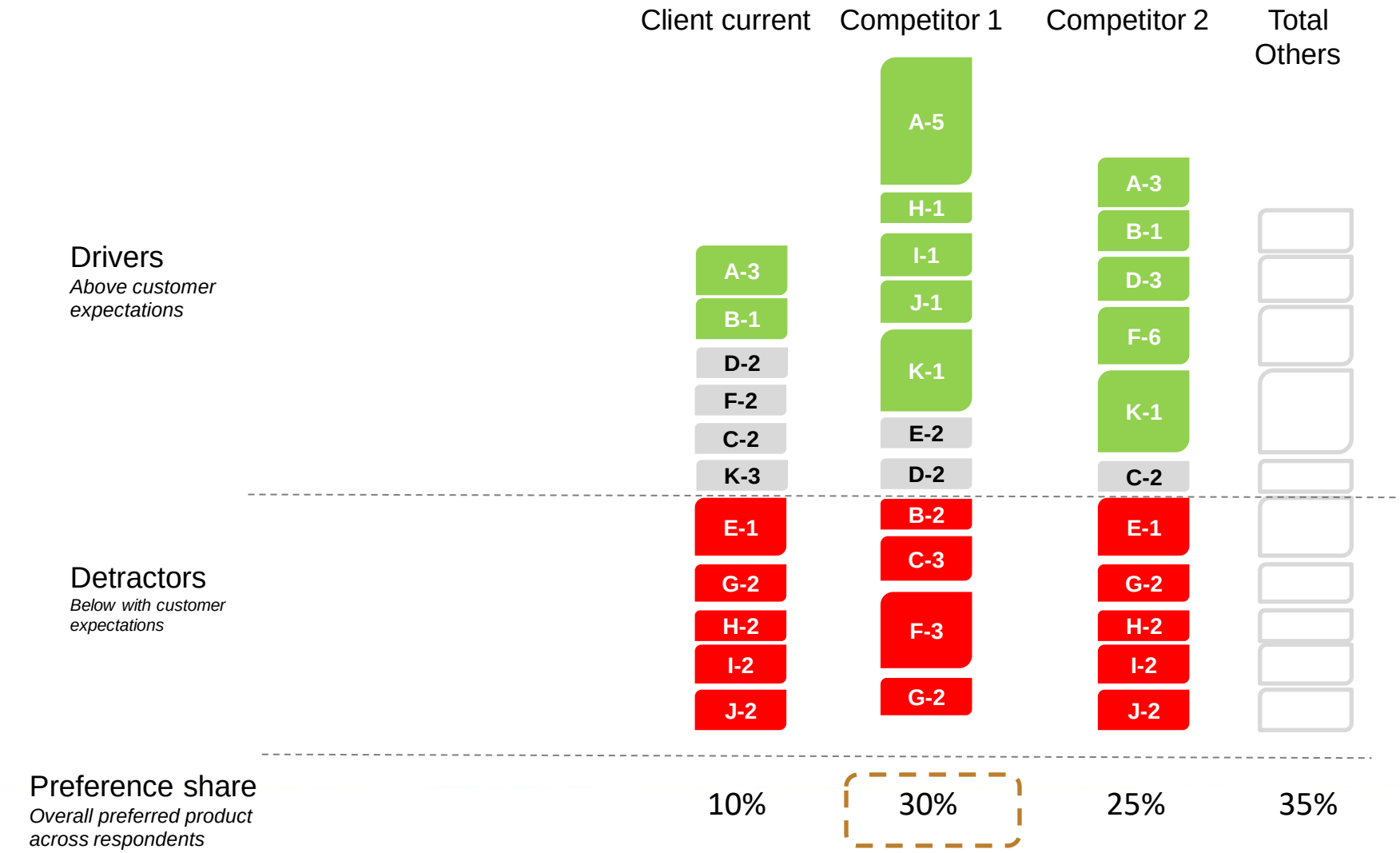
Now simulate every product you like, based on the attribute levels, and calculate the overall product appeal, based on preference share



Approach:

- Conjoint Simulator

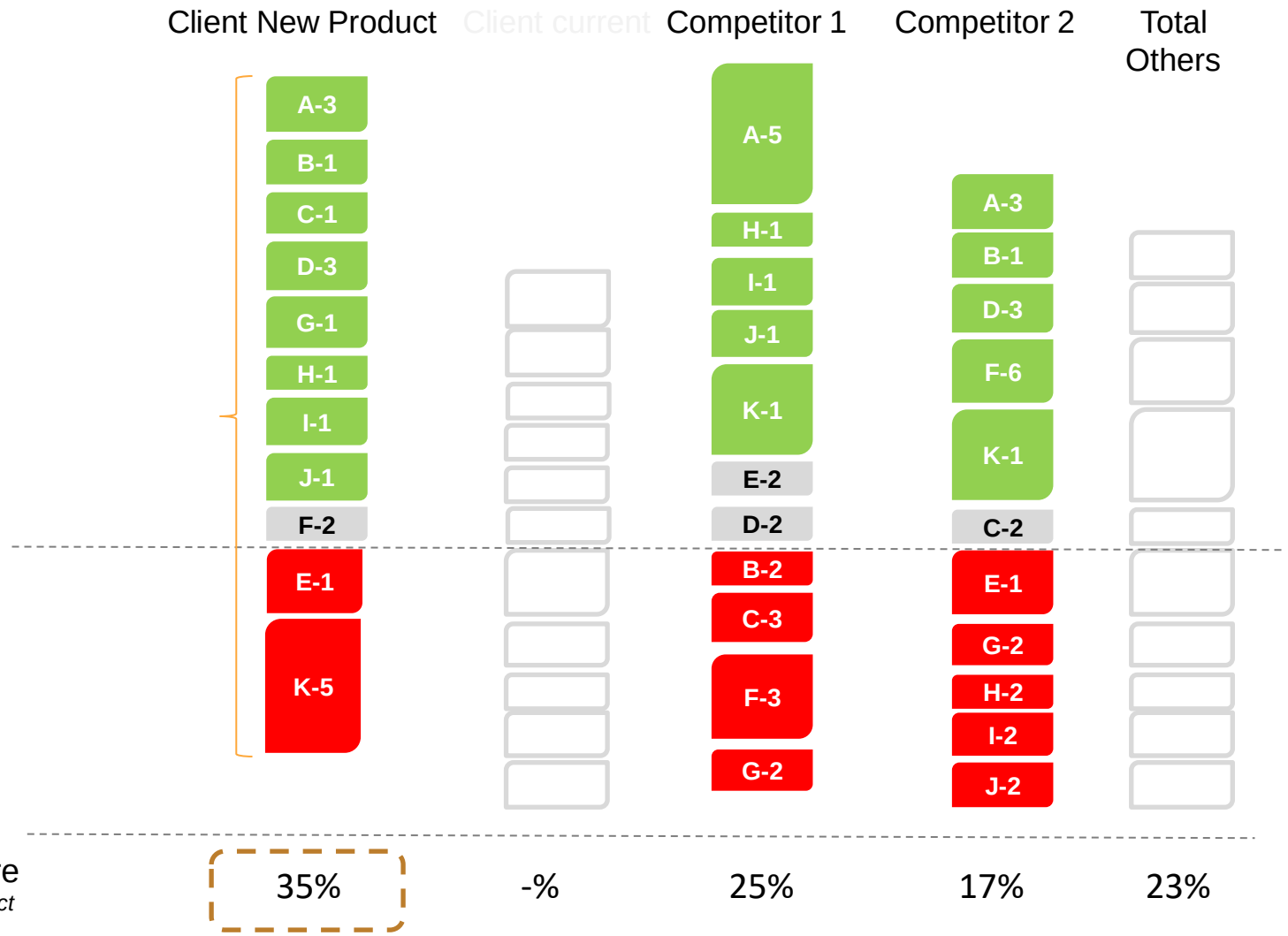
  Simulate according to real market products



Approach:

- Conjoint Simulator

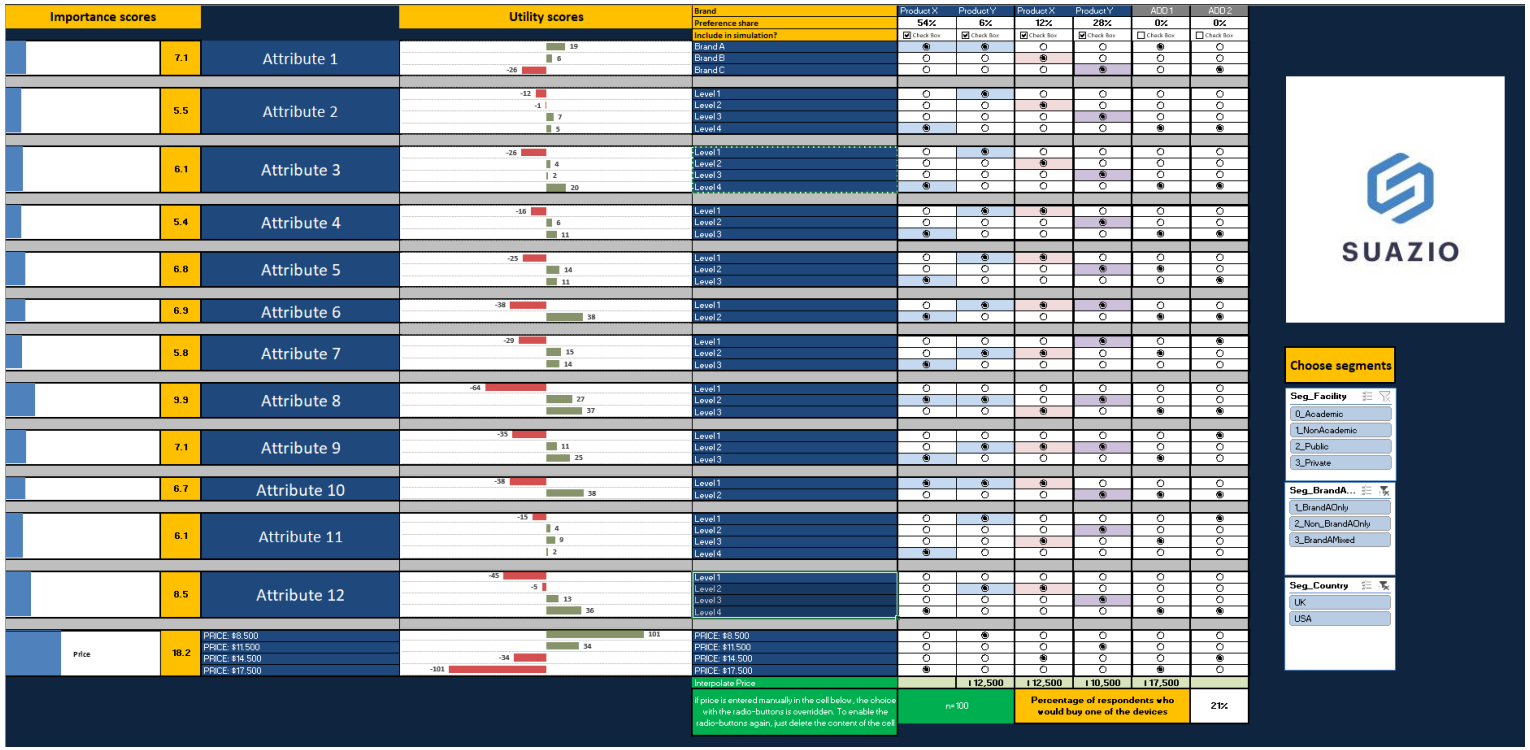
Simulate new products and calculate overall preference



Approach:

3. Conjoint Simulator

Example simulator – screenshot dummy data



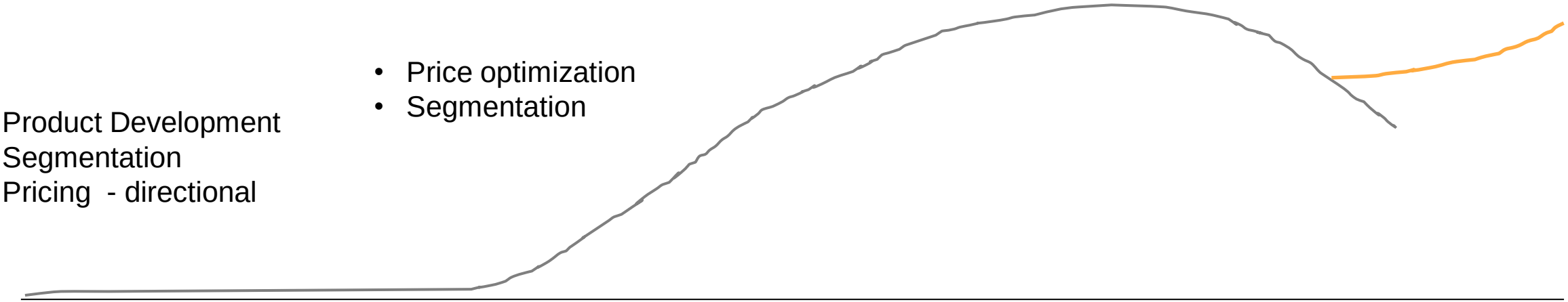
Where to use Conjoint

- Product Development
- Segmentation
- Pricing - directional

- Price optimization
- Segmentation

- Competitive pricing impact
- Price Optimization
- Next Gen concept development

- Next Gen Pricing
- Cannibalization impact



Development | Launch | Growth | Mature | Decline

Product Life Cycle

Recap

- Complex medical systems can be analyzed with conjoint analysis
- Larger amount of product attributes and product levels can tested with ACBC conjoint methodology
- Pricing scenario's and segment analysis possible
- However, market success is dependent on more than just product appeal

THANK YOU

Questions?

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