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Research with results for Medical device manufacturer

Client : UK Medical manufacturer.

Project: To provide research into the NHS needs for a specific medical device.

Actions: Our client had a research budget to ascertain the level of need for a device aimed at Radiotherapy departments.

A list of department heads, consultants and purchasing managers was created.

A script was developed to gain the required information, however we also added the ability to generate a sales lead. Given that it is difficult to make contact with senior NHS employees, we wanted to maximise the return from the conversation. If we obtained a positive response from the research questions our researchers would send out information and if possible book an initial meeting.

Results: The project delivered the required information in the agreed format. It also provided:

8 meetings

24 request for information, which resulted in a further 9 meetings (other contacts are still being worked on).

This allowed our client to prove the concept and create a pipeline under the same project.

This additional evidence helped secure funding for the next stage of development.

Project Charging: A fixed cost research project was agreed, with defined outcomes and a full report.

Total project costs £18,000.00



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Summary

Our clients benefited from a completed project that had a pipeline of over £100,000, a comprehensive report and clear case for attracting investment based on the demand generated as part of the research. This resulted in investors offering improved terms of investment.