EFORTO
QUALITATIVE MARKET RESEARCH ON THE EVALUATION OF A MEDICAL DEVICE

COUNTRY: BE

⊛ **Eforto**

Context & Requirements

- **Hypotheses:** The innovative device can be used to anticipate problems of muscular atrophy and measure muscle recovery
- **Question:** What is the device's potential in the various medical professions, and which segment is best suited to its launch?
- **Objectives**: Identify, among the various medical professions, the most suitable market segment for launching and promoting the new product and its connected application

Solutions

Desk research
- Understand the state of the art and gather the information needed to design an interview guide

Double série d'entretiens qualitatifs
- Conduct interviews with healthcare professionals, such as general practitioners, osteopaths, geriatricians, and physiotherapists, to gather their opinions on the system and its application

Results

- Measure professional interest in the device and identify specialists to prioritize
- Evaluate consistency of measurements (pressure, reactivity, hand strength) in various care paths
- Proposed business model and pricing based on insights gathered
- Definition of personas based on indicators of interest specific to each group

Into The Minds

NUTRIPHYT
BRANDING STUDY
COUNTRY: BE

Nutriphyt
Nutritional health

Context & Requirements

- **Context**: Nutriphyt wanted to understand the B2B dynamics of the dietary supplements market and assess the effectiveness of its marketing strategy
- **Questions**: What are the effects and effectiveness of the branding elements in place? What does the brand need to do to strengthen and develop itself?
- **Objectives**: understand current brand perception and position concerning competitors. Understand the needs and habits of B2B customers.

Solutions

- Create a customized quantitative survey involving the brand's B2B customers and prospects in Belgium

- Measure precise KPIs: NPS, awareness, consideration, effectiveness

- Analyze B2B choice criteria in the dietary supplements market versus competitors

Results

- Customer segmentation based on expressed needs
- Analysis of brand strengths and weaknesses as perceived by customers and prospects
- Analysis of purchase triggers in the decision-making process
- Definition of perceived Brand Identity
- Formulation of clear recommendations to feed the marketing strategy

Into The Minds
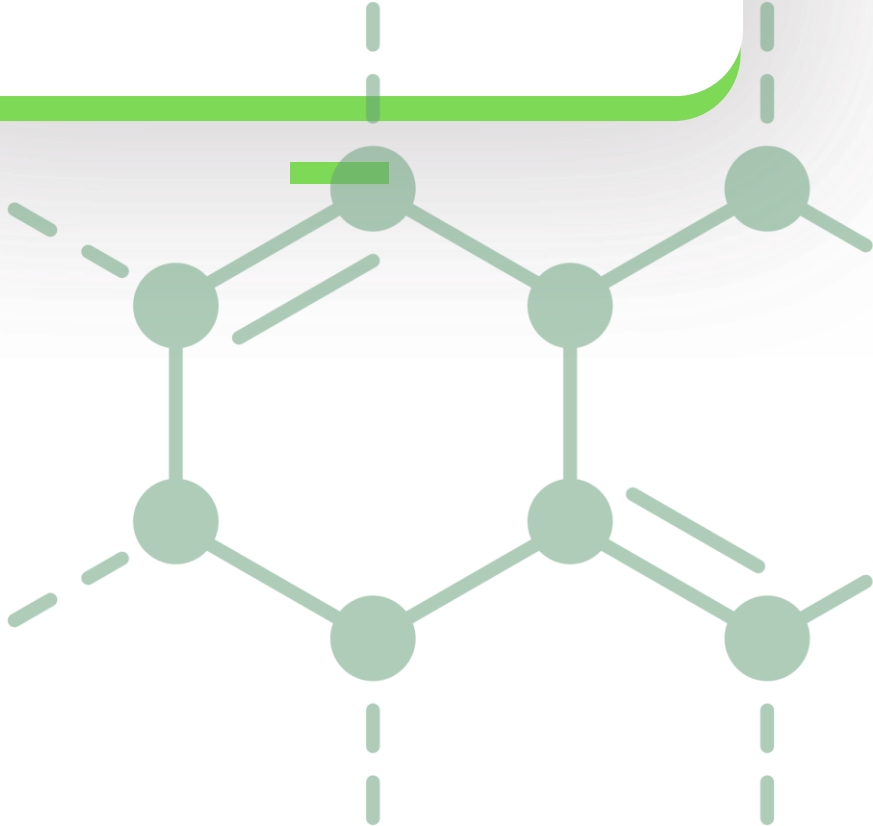
UNIVERSITY HOSPITAL NAMUR
QUANTITATIVE MARKET RESEARCH ON THE HOSPITAL SECTOR
COUNTRY: BE

Context & Requirements

- **Context:** Patients' choice and loyalty to a hospital depend on key factors that meet their needs
- **Question:** What key variables influence the reputation and, therefore, the choice of a hospital?
- **Objectives**: To understand the needs and expectations of patients and non-patients, as well as the factors that could lead to the choice of another establishment

Solutions

- Measure awareness and perception of the University Hospital Namur among a representative sample of the population
- To compare the University Hospital of Namur's indicators with the performance of a selection of hospitals chosen from among the most interesting competitors
- To identify the key variables that influence a hospital's reputation

Results

- Precise measurement of the awareness of the 3 branches of the University Hospital of Namur in relation to other Walloon hospitals
- Identification of the key differentiating characteristics of the University Hospital of Namur compared with other health establishments in the region
- Highlight patients' perceptions and expectations of the services offered