

TREXIN EXCLUSIVE CASE STUDY

MARKETING MEDICAL DEVICES IN AN AGE OF VALUE-BASED CARE

Trexin provided a medical device company with advanced analytics of a commercially available health outcomes data set that drove the composition of six abstracts demonstrating improved health outcomes and cost

BUSINESS DRIVER

Our Client, a rapidly growing medical device company, sought a partner to help them better understand fluid management for their hemodynamic monitoring product line. They were looking to generate abstracts in partnership with several physician groups who were thought leaders in the area of fluid management, and their goal was to use these abstracts and the subsequent presentation of the subject matter at conferences to provide product validation and increase their brand awareness. The Chief Physician Executive asked Trexin to collaborate with their physician group partners to define filters of commercially available patient data and perform analysis on the information to provide material that would be used to generate abstracts that the physician groups would then present at conferences.

APPROACH

Trexin's first action was to create a Clinical Day View (CDV) of the data set. This unique method of viewing data allows us to isolate information about a particular patient and the procedures and treatments that they underwent before being discharged from the hospital.

The CDV then gave us the ability to rapidly analyze the data, which was purchased from Premier and contains 17% of all U.S. hospital discharges across a variety of patient populations. And we were able to analyze the data in a way that was exploratory in nature, providing more objective and usable results without the need to adhere to pre-established research questions.

We then met with each of the six physician groups our Client had selected and interviewed them. We asked them questions designed to help us itemize the specific characteristics of the patients they were interested in and define the population to be examined.

With these parameters established, our team then reviewed the data, looking at it through the CDV and other proprietary enhancements and noting any patterns or details that might prove interesting and related to the subject matter that the physicians were seeking to examine.

Once we gathered this information, we then presented our Client and the physician group with a storyline that would form the basis of an abstract illustrating the improved health outcome or cost.

The physician partners then began to write the abstract, collaborating closely with Trexin throughout the composition process, and we were part of the review process that each abstract underwent prior to submission to any conferences.

RESULTS

We presented our Client and their physician partners with the most compelling storylines and delivered analyses for six discrete subjects. These subjects are currently being written into abstracts, submitted to conferences, and supporting our Client's pursuit of strengthened brand awareness and overall value for their fluid management device.

DEMONSTRATING EFFICACY TO DRIVE MARKET SHARE AND SALES

Using the storylines hidden in patient data to better market medical devices

DISCOVERING STORYLINES IN PATIENT DATA



THE DATA

The Premier database contains 17% of all U.S. hospital discharges across a variety of patient populations



TREXIN'S CLINICAL DAY VIEW

We employed our unique method of viewing data that isolates specific information about a particular patient and identifies the procedures and treatments undergone before discharge



PHYSICIAN PARTNERS

We interviewed our Client's six physician group partners, defined the patient population to be examined, and the specific characteristics they were interested in



ANALYSIS

We took an exploratory approach to analysis, provided more objective and usable results, and eliminated the need to adhere to pre-established research questions



STORYLINES

We shared six storylines across six discrete subject areas with our partners that provided valuable insight into improved health outcomes and cost resulting from the use of our Client's product

SHARING INSIGHT AND INCREASING BRAND AWARENESS



By presenting abstracts based on the storylines we discovered, our Client will enjoy increased brand awareness and see better results from their marketing efforts.

CONTACT US

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