



QUALITATIVE Case Study

How Does SHG Deliver More Insight
to Management Consultants

For more information, visit www.surveyhealthcareglobal.com

BACKGROUND

Qualitative project on private equity due diligence in the medical equipment sector. The consulting firm wanted to gain insight into how certain medical electrode equipment and their coordinating chart paper products were perceived in the market

SPECIFICATIONS

- In-dept telephone interviews
- Recruited 30 users of medical electrode equipment
- LOI: 30-60 minutes
- 7 days to complete research

APPROACH

- 1 SHG suggested targeting Cardiologists and Neonatologists, as Hospital Buyers and Purchasing Agents would be less knowledgeable about the performance levels of the various medical electrode equipment options compared to the actual users of such equipment
- 2 The SHG Qual team worked with the consulting firm to draft a screening instrument to ensure that the correct qualifications were included in order to properly target the intended respondent base
- 3 Leveraging our technology platform, the SHG Qual team was flexible in adjusting the qualification specifications during fieldwork based on real-time data

RESULT

SHG served as a **thought partner** at the initial stages of the engagement, allowing the consulting firm to gain an **indepth understanding of the users, based on their actual experiences with the products. SHG delivered all the necessary insights required for their due diligence process within their required timeline**