
Coagulation Assessment

Assessing the coagulation status of a patient can be a matter of great urgency and life-saving potential. Test turnaround time (TAT) can be critical, so assessment at or near the point of care (e.g., a surgical suite) can be of great clinical value.

Trilogy Associates was engaged by a client firm to conduct a multistep assessment of market opportunities for a new approach to coagulation assessment. The steps taken in supporting this client are briefly summarized here.

Target Markets and Clinical Needs

We began with a review of the relevant clinical and research literature dealing with blood coagulation measurements, their applications and their sites of use. This landscaping work was complemented by telephone dialogs with carefully chosen hematologists and clinicians known to be opinion leaders in the field. We identified the best-fit applications for the client's technology, along with several of the most important unmet needs within those applications.

Prospective User Acceptance

We developed a product concept description of our client's planned offering in broad strokes. This description was then shared with a variety of prospective users and purchase decision-makers to assess their interests in its clinical application in comparison to existing products.

Commercial Viability

The next step was to reach out to a larger community of potential users to gauge initial response to the product concept, principal clinical/analytical uses and sites of use, price sensitivity, apparent limitations, suggested improvements, and detailed comparisons to competitive methods and their suppliers.

Opportunity Sizing

We estimated the accessible US market associated with full commercialization of the planned product based upon our prior identification of best-fit applications, available published procedural and market data, competitor sales data, and inferences from prior telephone dialogs with key opinion leaders. As a result of this estimate, the client decided to move to a full product development activity.

Expert Panels for Development Guidance

Our final step was live interactions of key opinion leaders (KOLs) at two client-sponsored US events. The KOLs represented diverse clinical backgrounds. Trilogy Associates' roles were to identify and recruit the experts, host both two-day meetings at a hotel, create a discussion guide for the interactions, and lead the discussions. Our subsequent roles were to summarize the findings of these discussions and offer some recommendations for moving forward. In addition, EU-based KOLs were identified for later in-depth interviews.