



Get Smart

Finding a New Target Customer

MARKETING CHALLENGE:

GROWTH OPPORTUNITY FOR EXISTING PRODUCT

Case Study

BACKGROUND

COOLIEF* Cooled Radiofrequency Ablation is a minimally-invasive medical procedure designed to relieve chronic pain in numerous joints in the body, such as the spine and hips. In 2017, the FDA cleared the procedure for use in treating chronic knee pain caused by osteoarthritis (OA). This indication was pursued based on the large number of sufferers in the U.S.



Historically, the organization had targeted pain management specialists. Preliminary market research pointed to an unexplained variance in the total number of people suffering from OA of the knee, the number of patients reportedly receiving treatment for symptoms, and the number of patients being treated by pain medicine specialists. Our hypothesis was that orthopedic surgeons were treating many patients.

The orthopedic ecosystem is vast and complicated, and there are numerous specialties and subspecialties. As such, the business objective was to precisely define a target customer for our client. With a small sales force and limited resources, identifying a group of new high-potential subscribers was critical for growth.

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OUR APPROACH

Our first step was to map the ecosystem and patient journey. To do this, we relied on numerous resources: desk research, prescribing data for other therapies used to treat OA of the knee, and phone interviews with orthopedic surgeons and other support staff.

After this initial phase, the key insight was that orthopedic surgeons were not the correct target. The surgeon's primary goal is to maximize surgical volume. For pre-operative patients, surgeons often delegate symptom management to a wide variety of other providers.

In our second phase, we conducted extensive interviews among those performing symptom management. Our learning: a sub-specialty existed that recognized limitations with current symptom management options and was highly-motivated to adopt new technologies into their practice.

OUTCOME

Our collaboration with this client yielded the following benefits:

1. A precisely-defined target customer and a new call point for the sales team
2. A compelling way to communicate the therapy's value proposition
3. Double-digit growth rates for COOLIEF*



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- There are only four drivers to grow your business. Refresh yourself and your team on the [Ansoff Matrix](#)
- Market development (as in this case study) is justified when market penetration efforts have stalled or when market research validates the existence of new, viable target customers.
- Does your organization need a responsive helping hand when conducting do-it-yourself research? Our consultants are available to assist with problem definition, project scoping, reviewing discussion guides, reviewing questionnaires, interview coaching, and more. This is the best way to offer your team the training and support they need to elevate customer understanding across the organization. Blocks of time can be booked according to your needs. [Contact us](#) for more details.
- Check out our [event schedule](#) for upcoming workshops.



Kickstart

You can quickly activate the market development process with a workshop focused on your own brand and products. It is an excellent way to enhance skills, roll up internal ideas, and identify gaps in your knowledge.

[Contact us for more details.](#)