



KDA Marktforschung GmbH Focussing on Medical Devices

More safety in dealing with
medical products



www.kdagmbh.de

 **KDA** | Dedicated Healthcare
Research Specialists





About us

KDA is a market research institute specializing in medical market research, in particular in the field of medical devices.

KDA supports you in developing safe and user-friendly products. We provide feedback on prototypes and conceptual designs of medical devices in every stage of development, including the early identification of use-related hazards, and help you to generate ideas for a further development or redesign of devices. We also test the comprehensibility of instruction manuals, elicit your clients' necessities and unmet needs and conduct validating UX studies in compliance with FDA recommendations.

The name KDA stands for Konzept (concept), Durchführung (execution) and Analyse (analysis) of medical studies on expert level.

To successfully support your company in the development of a product, we primarily apply the following methods:

- In-depth interviews, focus groups, creative workshops
- Simulated use in the test laboratory
- Ethnographic interviews at patients' homes
- Interviews at hospitals / doctor's offices



The main target groups of our research are:

- (Potential) users of medical devices (patients and their relatives or carers)
- Healthcare professionals (physicians of all specialties, nurses, medical assistants, diabetes nurses, physiotherapists, etc.)



We conduct studies in Germany, Europe, or worldwide.
We also recruit hard-to-reach target groups.

KDA – A company with many years of experience in medical market research

Some examples from our research programme

1. Simulated-use test for a new digital medical device

- 10 face-to-face interviews with potential users at a central location.
- Testing intuitive understanding of the device's various functions with the aid of the instruction manual.
- Duration per interview: up to 2 hours.
- Data analysis based on observation records, video analyses, "thinking aloud", and questioning the participants.
- Differentiated analysis of use errors and operational difficulties by means of observation records and video recordings, as well as uncovering underlying root causes.



2. Validating study for a new medical device

- To provide evidence that all relevant functions of the new medical device can be used in a satisfactory and safe manner.
- During the first phase, 40 potential users of the new medical device are trained in using the device. In order to create a situation that is as realistic as possible, training is provided by an HCP in group sessions of 4 to 5 individuals each.
- One week after training, a simulated-use test is performed with the trained subjects in a central location.

3. Survey among physicians on a new medical device in the field of pain therapy

- Conducting 20 face-to-face in-depth interviews with PCPs, pain therapists, neurologists, rheumatologists, and orthopaedic surgeons.
- Discussion of the new medical device based on a prototype that was presented to the physicians in a central location.





5 reasons for choosing KDA:

- We have been active in the field of pharmaceutical market research since 1995 and have an extensive knowledge of a great variety of medical indications.
- Competent research supervision provided by our usability experts. We offer tailor-made research designs and ensure that studies are conducted at fully professional standards.
- Recruitment of hard-to-reach target groups
- Studies conducted in Germany, Europe, or worldwide
- Application-oriented data analysis / elaboration of recommendations for action

