

# STRETCHING A START-UP'S RESEARCH BUDGET

Quirk's Event: Chicago

3 April 2019

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**kjtgroup**  
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# Background

*Prior to the launch of Cartiva's Synthetic Cartilage Implant (SCI), the standard of care for severe joint damage caused by osteoarthritis (OA) in the 1<sup>st</sup> metatarsophalangeal (MTP) joint was fusion, which restricts motion.*

Cartiva SCI was designed to mimic the properties of natural cartilage and replace it, without the need for fusion.



Once approved, Cartiva SCI's uptake was rapid and surpassed expectations.

# Objectives



How do you design pre-launch research to accurately gauge uptake of a new product?



How do you keep a pulse on key users after launch?



How should you design a sampling plan to achieve:

- The most representative findings for anticipated targeting?
- Validation of a sales strategy?
- The most valuable insights?



How do you effectively disseminate the research findings to keep them top-of-mind and relevant?

# Motivation

*From the 2018 GRIT Report*

*“...The main challenge seems to be **how to get more projects done with the same or less money**. Interest in research projects remains strong, though spend may be spread across more suppliers, more data sources, and more types of analyses.”*

# Study Overview

Before launch, research was conducted to better understand the market landscape and gauge receptivity to the new product.

Post-launch research was conducted to better understand the changing market landscape and physicians' experience with the product to facilitate future improvements.



# Key Elements of the Research Design

## Alignment with Objectives

	Research Objectives	Key Elements
Pre-launch	Understand current treatment for osteoarthritis of the first MTP joint	<i>Overarching survey flow designed to succinctly match these objectives &amp; research phases matched launch strategy</i>
	Gauge receptivity to Cartiva SCI	
Post-launch	Understand how physicians are learning about Cartiva SCI and what motivates them to try it	<i>Exploration of perceptions and use after launch</i>
	Gain insight into characteristics of patients receiving Cartiva SCI and treatment discussions	
	Understand how Cartiva SCI fits into physicians' current treatment algorithm	
	Explore unmet needs within Cartiva's support services and product profile	
	Evaluate opportunities for Cartiva to improve/develop	
	Identify drivers of procedure volume	<i>Sub-group analysis (e.g., low- vs. high-volume users)</i>

*Also, by measuring the anticipated impact of Cartiva SCI (e.g., the anticipated number of new patients) pre-launch, as well as the number of patients receiving surgical treatment post-launch, pre-launch findings (e.g., increases in surgical patient volume, anticipation Cartiva SCI would become a prominent procedure for certain patients) were validated.*

# Key Elements of the Research Design

*Both the Pre- and Post-launch surveys had similar flows to efficiently gauge key metrics and ensure pre-launch research findings were validated.*

## Question Modules

### Pre-launch Survey (15 Minute Survey)

#### Current Treatments for OA of the 1<sup>st</sup> MTP Joint

- Patient Population
- Surgeries Performed & Implants Currently Used
- Patient Satisfaction with Outcomes Achieved by Current Surgical Treatments
- Average Patient Severity by Procedure
- Unmet Needs

#### Product Profile Review & Reactions

- Interest
- Advantages/Disadvantages (Unaided, Ranking of Advantages)
- Anticipated Patient Satisfaction with Outcomes
- Perceived Ability to Fulfill Unmet Needs
- Anticipated Use (New Patients, Existing Surgical Patients [Overall and by Severity]) & Time to Adoption

### Post-launch Survey (20 Minutes)

#### Current Treatments for OA of the 1<sup>st</sup> MTP Joint

- Patient Population
- Surgical Treatment Familiarity
- Surgeries Performed in the Past Year, Overall and by Patient Severity
- Influential Factors in Treatment Selection
- Clinical Outcomes – What is Monitored & Satisfaction by Procedure

#### Cartiva SCI Perceptions

- Initial Exposure & Reason for Using
- Anticipated Use in the Next Year
- Impact on Treatment Algorithm & Discussions with Patients
- Benefits/Drawbacks
- Ideal Patient Type
- Information Needed to Increase Use & Desired Future Uses

# Key Elements of the Research Design

## Sample Frames

The flow of the research sample over time matched Cartiva's actual launch strategy (Foot & Ankle Orthopedists first, then Podiatrists), and provided validation for the strategy.

Pre-launch Survey (2 Phases)		
Total	Orthopedists	Podiatrists
n=141	n=91	n=50

### Screening Criteria:

- Physician
- In practice 2-30 years
- Foot & Ankle Orthopedists qualified if:
  - They have 1+ patient who presents with OA of the 1<sup>st</sup> MTP who has surgical treatment in a typical month
  - On the American Orthopedic Foot & Ankle Society (AOFAS) list and not a Podiatrist OR Orthopedic Surgeons not on the list had foot & ankle medical training
- Podiatrists qualified if:
  - Primary specialty is Podiatry
  - American Board of Foot and Ankle Surgery (ABFAS) – Foot Surgery Certified
  - Active member of ACFAS
  - Performs surgery to treat OA of the first MTP for 5+ patients in a typical month

Post-launch Survey (One Phase Among Users)		
Total	Orthopedists	Podiatrists
n=133	n=37	n=96

### Screening Criteria:

- Physician
- Board certified Podiatrist, Foot/Ankle Orthopedist, or Orthopedic Surgeon
- Sees 1+ patients in a typical month who requires surgical treatment for OA of the 1st MTP Joint
- Used Cartiva SCI in the past year

All sample frames were also made up of both “low” and “high” volume respondents to provide a meaningful set of sub-groups for further analysis of both anticipated uptake and actual use.



# How Do You Keep the Research Relevant and Impactful?



## 1 Research defined and validated clinical messaging and marketing claims.

- Primary goal for any treatment was pain relief.
- Unmet clinical need for reliable pain relief with the benefit of maintained toe motion.

## 2 Research helped shape sales strategy and execution.

- No matter a clinician's preferred treatment, there was a place in clinical practice for Cartiva.
- Cartiva was not only taking share from other procedures, it was expanding the market.

## 3 Research supported the company sale and acquisition process by answering market related diligence.

# Results



Research was conducted that had a limited budget, but a substantial impact



Post-launch research was conducted that ensured pre-findings align to post-experience (e.g., actual uptake)



Pre-launch research was designed in a way that accurately gauged new product uptake



Research findings were disseminated to management in a way that ensured it continued to benefit Cartiva

The image features a central blue circle with the word "Questions?" written in white, bold, sans-serif font. This circle is set against a background of a light gray network diagram. The network consists of various nodes (small circles) connected by lines of different styles: solid, dashed, and dotted. Some nodes are highlighted with a white outline, and some lines have arrowheads pointing in different directions, suggesting a flow or connectivity. The overall aesthetic is clean and modern, typical of a technical or educational presentation.

**Questions?**