



Qualitative Case Study

How Konovo Delivers More Insight to Management Consultants



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-depth telephone interviews



Recruited 30 users of medical electrode equipment



LOI: 30–60 minutes



7 days to complete research



Approach

1

Konovo 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 Konovo 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 Konovo Qual team was flexible in adjusting the qualification specifications during fieldwork based on real-time data.



Result

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

Konovo is the premier supplier of data collection services for healthcare market research. Will you be satisfied with less?

For more information or to discuss an upcoming project, please [contact us](#)