



Background

The research study aim was to better understand the current landscape for medical devices in a clinical diagnostic testing.

Specifications



N=150 Quant interviews in EU5



N=60 Qual interviews, China & USA



Lab directors and Lab managers



Users and non-users of specific diagnostic machines



Homework to fill in, pre-interview



Approach

- SHG Panel
- Freelancer recruiters
- Multiple partners
- LinkedIn campaign of recruitment
- Referral scheme

With all of this, we still struggled to achieve the full quota in all markets. With an extremely low IR and maxed-out panel partners, we had to make drastic changes and think outside the box to keep the client happy.

We presented an option to the client to move over to a mini-Quant for the Qual project and the client agreed.



Results

With this flexibility, internal teamwork, trusted partners and a sheer determination to succeed, we:

- Achieved above what was initially agreed upon, therefore exceeding client expectations
- Delivered high quality data
- Cemented our partnership with the client
- As a result, they again commissioned Konovo for the next waves in Quant and Qual in 2023.

This is all great... but what is the end goal or impact of the research that we facilitate? And what is at the end of the mass spec rainbow?

News articles in January 2023 reported how mass spec is used to issue faster womb cancer test results.

An intelligent knife (the iKnife) uses electrical currents to differentiate between cancerous and healthy tissue by analysing the smoke that is emitted when the biopsy tissue is vaporized – it is then run through a mass spec machine.

With its high diagnostic accuracy of 89% and positive predictive value of 94%, doctors can immediately reassure patients about the test result in hours rather than waiting weeks.

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](#)