

How Agile Global Insights Supports Post-Market Surveillance Requirements for Medical Device Companies



Problem

A medical device company needed to develop an efficient approach that satisfied the European MDR and FDA requirements for actively collecting direct feedback from users for their approved in-market devices. To be compliant, the approach called for the following:

A **reduction** in staff time.

A more research-oriented, **balanced, and efficient process** without inherent bias.

Access to their users in an unbiased manner.

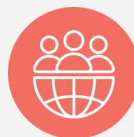
Partnership with a vendor who could manage the depth and breadth of information needed including which products to focus on in each market.

Solution

Konovo's always-on, global insights platform quantitative services helped the client actively gauge cardiac nurse reactions and receive feedback about their new in-market product. The company was able to satisfy European MDR and FDA requirements for post-market surveillance of their new cardiac device directly from actual users in a balanced, unbiased, and cost-effective way across Europe, the US, and APAC countries.

Findings from Konovo's independent global MicroSurvey helped the medical device company to:

- ✓ Satisfy all European MDR and FDA post-market surveillance requirements for devices used in Europe, the US, and APAC.
- ✓ Identify target customer perceptions of various elements of the product.
- ✓ Validate end-customer satisfaction and identify gaps that guide product improvement.
- ✓ Collect PMS data from unbiased, validated users.
- ✓ Ensure the in-market product functioned in the intended way.



Quantitative:
5-minute MicroSurvey

Europe (France, Germany, Italy, and United Kingdom) n=24 Cardiac Nurses

US n=18 Cardiac Nurses

APAC (China, India, Japan, Korea, and Russia) n=24 Cardiac Nurses



Fielding Period:
Global Quant: 8 days

Accelerating med tech innovations through timely insights.

Understand market needs, stay compliant, and evaluate new opportunities for innovation in the unique medical device and technology industries with the Konovo intelligent platform. Learn more at konovo.com.

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](#).

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