

CASE: FLOWOX BY OTIVIO

UNCOVERING OPPORTUNITIES TO IMPROVE QUALITY OF LIFE FOR PEOPLE WITH MS

Ipsos' multi-method approach revealed treatment preferences, enabling Otivio to better address unmet needs and improve patient care.

otivio



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IPSOS HAS PROVEN TO BE THE RESEARCH PARTNER THAT CAN TAKE US BEYOND THE EXISTING, AND EXTENSIVE, RESEARCH RESULTS ON MEDICAL SIDE-EFFECT. AND HELP US TO UNDERSTAND HOW DIFFERENT LEVELS OF MS-RELATED SPASTICITY AFFECT PATIENTS IN THEIR DAILY LIVES AND HOW TO BEST MEET PATIENT'S NEEDS.

Chief Commercial Officer, Otivio





Ipsos are specialists within the healthcare sector and their international benchmarks adds enormous credibility when evaluating results. Methodologically, we find Ipsos on the forefront of integrating digital media in their research setup, helping us to come even closer to understanding patients' lives.

- Chief Commercial Officer, Otivio ”

PRE-LAUNCH MARKET POTENTIAL EVALUATION

FlowOx is developed by MedTech startup Otivio as a game-changing new treatment for people living with Multiple Sclerosis. Treatment with pulsating, negative pressure therapy has been shown to reduce cramps, pain, and muscle stiffness, which for a significant proportion of pwMS is otherwise debilitating and reduces the quality of life. The treatment is also drug-free and takes place at the patient's home.

Ipsos Healthcare has designed a multi-methodological study to help Otivio getting closer to the patient group, thus gaining deeper understanding of how the disease affects their lives and how they approach and manage their spasticity symptoms. The study has also mapped how patients relate to FlowOx as a new drug-free form of treatment and their willingness to trial and self-pay

the medical device. In conclusion a large treatment potential has been uncovered and Ipsos outlined a number of concrete recommendations for the further go-to-market strategy for the product.

**FLOWOX IS PULSATING NEGATIVE
PRESSURE THERAPY IN THE
PATIENT'S HOME**

THE CHALLENGE

To get more insights into the daily lives of patients living with Multiple Sclerosis (MS) and their approaches to FlowOx. The study focusses on answering:

- How does MS and spasticity affect people with MS' lives; what challenges and limitations do they experience?
- How is the treater landscape perceived and what are patients' response to FlowOx promises and non-medical approach?
- What are drivers and barriers for trial and attitudes towards different test and subscription models with FlowOx?

THE PROCESS

Two-phased, integrated qual and quant study:

Phase 1: Explore and understand:

- In-depth video-interviews with 8 patients in Denmark, all experiencing medium to serious spasticity.
- Outcome is a fundamental understanding of living with MS and spasticity and first detailed evaluation of the FlowOx concept and business model.

Phase 2: Validate and forecast:

- Quantitative survey based on 92 online-interviews in Norway and Denmark with people with MS suffering from spasticity.
- Outcome is a validation of the potential of FlowOx among people with MS through key measures related to predicting long-term market success:
 - Concept KPI's
 - Concept evaluator: least/most relevant, skepticism and differentiators
 - Forecasting intention to use and price elasticity.

THE RESULT

In-depth mapping of patient's daily lives with MS and validation of a number of hypotheses:



Unmet need for better treatments against spasticity – and specifically non-medical treatments.



Positive feedback on the FlowOx treatment due to flexibility and seemingly high effect.



Patients' acceptance of direct-to-patient model, specific strategic and tactical recommendations regarding interphase, trial, pricing etc.



Ipsos has met us with a truly skilled team, that was able to not only understand our challenges, but also adapting the research design to meet our specific needs. The entire process has been very structured and transparent.

For us, it has been extremely valuable to be able to dig deeper in an explorative part in

combination with a quantitative validation of the insights. This helps us to design and build effective documentation on both FlowOx medical and financial potentials. And for our professional partners, Ipsos solid reputation as market researchers is absolutely advantageous too.

Chief Commercial Officer, Otivio

BE SURE. GO FURTHER.

Ipsos Concept Test

A variety of concept testing survey formats are available to implement. Each helps to minimize risk and maximize revenue when introducing all types of goods and services to the market.

Concept tests help identifying the perceptions, wants, and needs for the product. By combining qualitative and quantitative elements, the test can provide both in-depth insights as well as validation and market-forecast.



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