

Medtech's pain point: Does it bother you?



By: Ross Meisner, Managing Director

We all know someone who will suffer excruciating pain with hardly a grimace, while others rush for relief at the slightest sniffle. Or we go to one physician who tells us to get more sleep and drink fluids, while another one prescribes a full course of antibiotics.

None of these scenarios are right or wrong. People simply differ in their interpretations of, and thresholds for, discomfort.

But these diverse scenarios matter greatly in market development, because they reveal how human behaviors and attitudes toward “bother” can differ, which will affect your technology’s adoption.

To quantify the role of “bother,” we assess the severity spectrum across which patients are bothered enough to seek treatment, as well as the thresholds physicians use to assess clinically relevant bother that warrants treatment. The intersection of these two axes describes the “bother frontier” where action will take place. This provides insight into market opportunity segments that will most rapidly adopt a technology, providing a much more nuanced market view well beyond mere clinical indications or account characteristics.

Many scenarios can play out depending on your technology and market. For example, once you understand the bother frontier for your technology, you can create physician questions, educational programs, or clinical triggers that help drive action along the frontier. You also can determine ways to reduce the bother frontier and start capturing a greater share of the market.

In any scenario, you can best influence people’s behavior when you understand their motivation and how that manifests in the healthcare setting. When you do, it will take much less bother to capture your technology’s full market potential.