

Case Study and Report

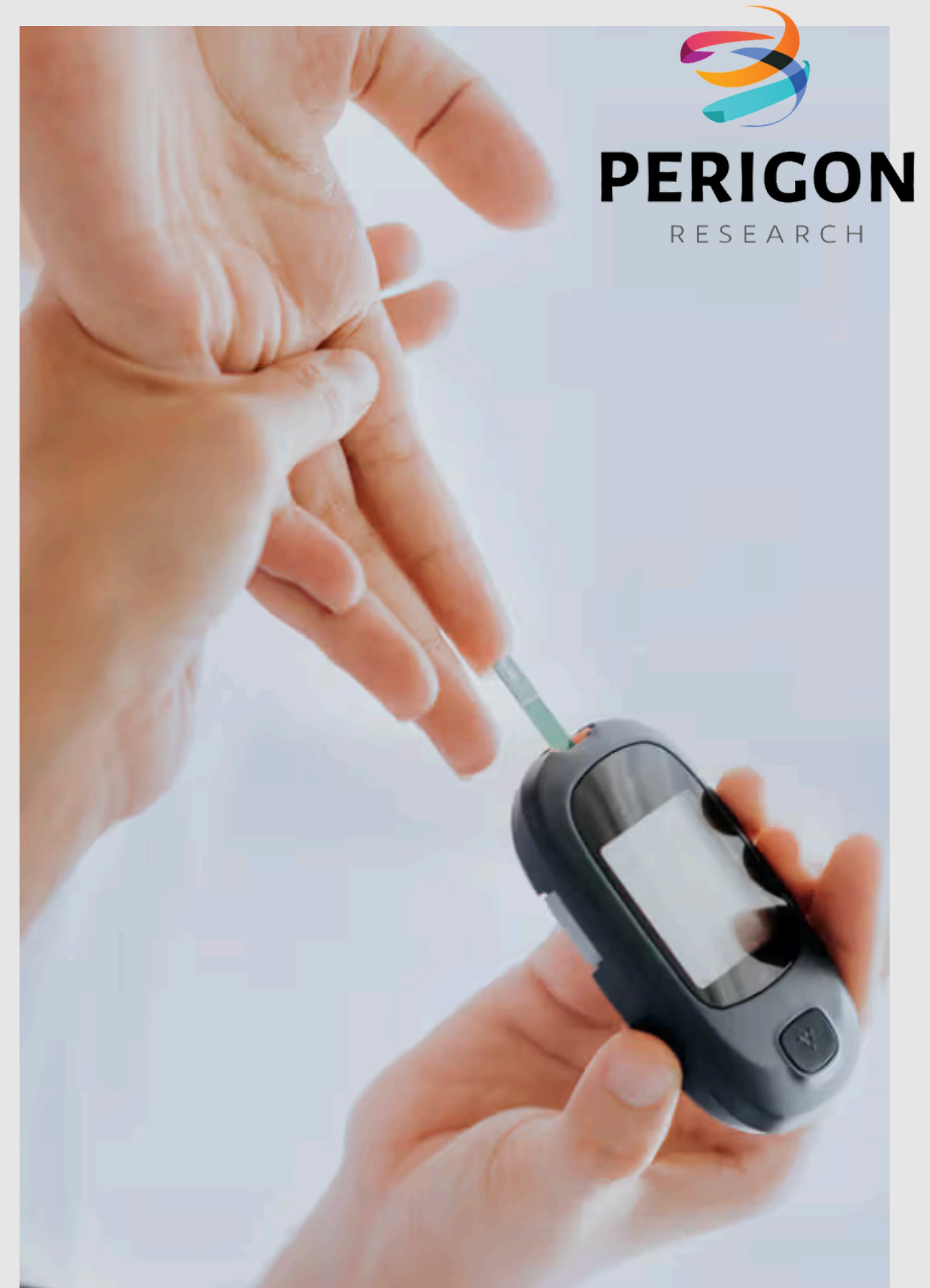


**Case Study : Understanding Needs of Diabetic Patients for a New
Insulin Delivery Device**

Objective

To evaluate awareness, preferences, and challenges faced by diabetic patients in managing their condition.

To assess receptivity towards a new insulin delivery device compared to traditional methods (syringe, pen, pump).



300 Type 1 and Type 2 diabetic patients across USA.

- Online & in-person surveys to capture usage patterns.
- Focus group discussions for in-depth understanding of emotional/behavioral barriers.
- Concept testing of the new device with demo videos.

Approach

- Stratified sampling to ensure representation of Type 1 vs Type 2 patients.
- Validation questions to ensure respondent authenticity (self-reported diagnosis + prescription proof).
- Double screening (condition + active treatment status).
- Random back-checks of 15% respondents.

Quality Control

- 68% of patients showed dissatisfaction with current insulin delivery options due to pain and complexity.
- 74% expressed high interest in the new device citing ease of use as the key driver.
- Provided actionable insights to client on pricing strategy, training needs, and key communication hooks (“pain-free,” “discreet,” “easy to carry”).

Outcome

Get in Touch



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