

Mock New Product / Formulary Committee

Unraveling the Healthcare Decision
Making Process

Presented by:

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But First, Who Are We?

- About Centrac – A Division of Veris Consulting, Inc.
 - Custom Primary Research
 - Quantitative & Qualitative
 - Domestic & International
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- 30+ years MR experience; includes Procter & Gamble
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 - 1st recipient of PMRG's Circle of Excellence Award (2007)



Today's Discussion

- The business challenge
- The traditional approach
- Mock New Product Committees
 - ✓ What are they all about
 - ✓ Who is involved
 - ✓ How & why they work
 - ✓ How to use to influence business decisions
 - ✓ Actions
 - ✓ How they flow

Example Applications

- Born in niche area of Value Analysis Committee
- ...but also works for P&T and any other B2B purchase with multiple stakeholders & decision makers
 - Devices, Pharmaceuticals & Supplies
 - Software / IT systems
 - Insurance / Benefits
 - Facilities Management / Service Providers
 - Capital Equipment
 - Convention Services

The Business Challenge

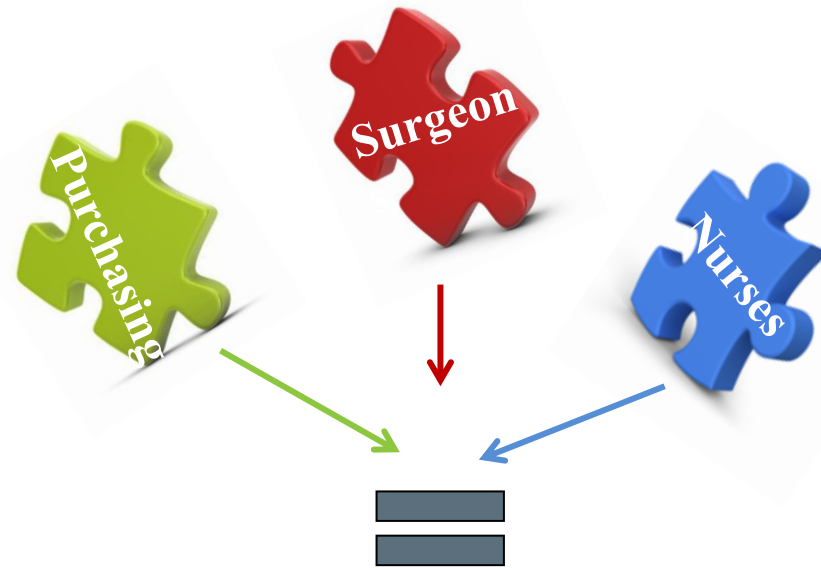
- The decision making process in hospitals...
 - multiple stakeholders – C-suite, purchasing, surgeons / physicians, nurses, etc.
 - in various functions / business areas
 - asserting varied & often conflicting degrees of decision making responsibility



- ...but all play an integral role in the final purchase decision

Traditional Approach

Conduct research
among each
stakeholder group
individually



“He said, she said”
analysis

Divergent opinions of who makes the call =
Traditional approach does not work

Mock New Product Committees are born!

So why not get everyone
talking together



What are they all about?

- All stakeholder groups around single “table”
- Create fictional committee / assign roles
 - Individuals project their experience / role onto fictional committee
- Recreate committee meeting including:
 - New product / service pitch
 - Discussion / breakout groups
 - Attempt to reach decision
- Discuss
 - What worked / didn’t work with pitch
 - How could it be done differently



Who is involved?

- Representatives from all parties involved in final decision – from administrative to C-suite
 - Purchasing / CFO
 - Users
 - Product champions
- Plus client side product / service experts
 - ...its OK to let them out from behind the glass
- Moderator / facilitator
 - Sets the stage & keeps group on task

How they work?

Use of Projective Techniques

- Set the stage for a committee meeting at fictional hospital
 - Ask respondents to imagine now work for XYZ
- Role play
 - Discussion from perspective of:
 - Current role
 - Other decision makers/influencers
 - Argue for/against selection vis-à-vis competitive selection
 - Anticipated dialogue between decision maker / presenter
 - Imagined thoughts of decision maker / presenter during dialogue



Why they work?

Use of Projective Techniques

- Help verbalize underlying emotions/feelings, attitudes & behavior
 - Depersonalizes controversial thoughts, oppositional roles
 - “Project” words/thoughts/attitudes of anonymous “others”



- Can include use of:
 - Metaphorical journey
 - Ambiguous pictures
 - Visualization of the ideal

How to use to influence business decisions

- Gets all the questions / issues on the table
 - Clients can see first hand how product / service will be scrutinized in these meetings
 - Refine / re-write the pitch (dress rehearsal)
 - What could have been done differently?
 - How would they present to their group?
 - Which pitch strategy is most impactful?
- Better train champion

Actions

- Alter product / service features
- Inform pricing
- Develop / refine marketing collateral
- Develop / refine sales rep training
- Develop / refine communications to train the champion



How do they flow?

- Warm up / background discussion
- Current practices
- Sales pitch / train the champion
- Debrief sales pitch
- Pitch the committee
- Committee meeting / decision
- Debrief the pitch to the committee
- Debrief the committee meeting / decision, including role swaps



To Stay in Touch



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