

Introducing the Medstro User Feedback Group

We've got a new take on the traditional user-feedback group. Let our team source potential users from our expansive network medical professionals and run a feedback session that's as innovative and dynamic as your product.

Creating Digital Solutions in Today's Market is Hard

Designing digital solutions for today's users is hard. They want a beautiful and responsive digital product that is user-centric. Having a well-designed product has enormous impact on adoption and early penetration into new markets.

Medstro: Leading Solution for Medicine and Healthcare

You know that creating digital solutions for medicine and healthcare is way more difficult than any other industry because healthcare professionals are busy, expensive, and almost impossible to source.

Through our work with the American Medical Association, New England Journal of Medicine, MedTech Boston, and all the major hospitals in the country over the last 5 years, Medstro has a deep and extensive network of over 250,000 healthcare professionals.

The MedTech Boston and Medstro brands have hosted over 40 large (400+) and small national medical events over the last 5 years. Our brands are compelling and associated with quality. Our three large signature events have had 400+ attendees and always sell out to capacity. Our last large event, co-hosted with Boston Scientific and Google in February 2018, sold out in 48 hours.

We make finding the right healthcare professional users for your feedback sessions easy.

Get the Most out of your User Feedback Session by Using our Design Thinking Experts

Our user feedback sessions are led by Design Thinking Experts. These Experts are specifically trained in traditional and current design thinking, user-centric theories and practices. Every Design Thinking Expert has an extensive history of designing products for healthcare professionals for start-ups and large companies alike, and many have advanced degrees (PhD, MD, etc) and are invited nationally and internationally to present their research and work.

Involve Multiple and Remote Members of Your Team

Forget the awkward two-way mirrors and the expense and hassle of flying to the city of the focus group. Medstro uses the latest technology to provide you and your extended team with a high quality live stream of the focus group. You and your team can watch from the comfort of your office or home.

Case Study: Leading Medical Textbook Publisher Feedback Session

A leading medical textbook publisher engaged Medstro to run a 2-hour student feedback session on April 28, 2018. They faced four key challenges as follows:

1. Sourcing a diverse group of a particularly difficult-to-find group of healthcare professionals. Massachusetts has the highest density of medical and physician assistant schools and hospitals in the country.

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2. As a traditional textbook publisher, the client felt that they could benefit from the expertise of our Design Thinking Experts, who have extensive experience in digital product solutions.
3. Given that they wanted their product to be innovative and relevant, they wanted the user feedback session to feel similarly innovative and relevant.
4. They wanted to put together the feedback session on a short timeline of 4 weeks.

In just one month, Medstro executed a full-service feedback group that included the following:

- Securing space at the Cambridge Innovation Center, a vibrant, startup friendly environment in Kendall Square.
- Providing craft beer and wine and specialty sandwiches and desserts.
- Sourcing seven high quality, motivated physician assistant students from two local area schools .
- Coordinating one of our Design Thinking Expert, who has a PhD in psychology and a focus in motivational design, behavior change, health, and happiness who has worked for a big pharmaceutical company, a big payer/provider, and a healthcare specialty design firm, to lead the feedback session.
- Using the latest, easy-to-use technology, we set up a live stream of the focus group for members of the client team both on and offsite.
- Creating a customized online community group so that you can follow up with participants after the event.

Pricing

Pricing can be customized to your needs.

Contact

Contact either Abby Ballou or Jennifer Joe to learn more.

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