

medical device startup:

CRAFTING COHORT OF MSK RADIOLOGISTS FOR PRODUCT STRATEGY AND DEVELOPMENT



SUMMARY

A growth-stage healthcare innovation company was looking to work with several musculoskeletal radiologists to participate in a focus group to explore the potential benefits of the company's product and its applicability to MSK radiology. The company wanted to explore the potential additional benefit the product could provide to referring physicians (orthopaedic surgeons) in addition to the typical imaging studies (MSK MRI).



“We have had a very positive experience using the flipMD platform. We were able to connect with musculoskeletal radiologists and orthopedic surgeons easily and quickly. Within a month, we had constructive and informative discussions with these specialists for our KneeKG system. The flipMD platform greatly facilitates the process of establishing collaboration with physicians who have provided valuable insights for our strategy. The team at flipMD has been so helpful.”

GOALS

flipMD created a national recruiting campaign to bring in musculoskeletal fellowship trained radiologists from across the country to participate in the company's focus group, which was scheduled for a couple of weeks after the job posting.

SOLUTIONS

flipMD relied on both current MSK radiologists within the platform already and recruiting an additional cohort of currently practicing radiologists based on their practice and research interests. The company was able to choose several MSK-trained radiologists for their focus group, which required both pre-focus group work (literature review) and multiple sessions over the span of a few meetings.

BENEFITS

The company was able to get diverse opinions from leaders and key opinion leaders within the field of musculoskeletal radiology on their unique diagnostic MSK device. After the successful focus group of MSK radiologists, the company decided to create a second cohort of orthopaedic surgeons for a new focus group. This second project received great interest within the flipMD platform and filled quickly.