



MULTINATIONAL MEDTECH COMPANY SEEKS ROI VALIDATION FOR SEPSIS PREVENTION CONCEPT

CHALLENGE

After experiencing success in Europe with intensive care technology, a multinational company came to Navigant in search of a validated assessment for another treatment option for patients with sepsis.

Sepsis occurs when harmful bacteria and toxins become present in a patient's tissue or bloodstream due to an infection, often resulting from a wound or illness. The body's natural response to fight the infection can further damage the patient's tissues and organs, which can lead to "septic shock." If a patient experiences septic shock, his or her blood pressure becomes critically low, and the risk of organ failure and other abnormalities become life-threatening.

Before investing significant additional time and resources into the sepsis treatment therapy, the company leadership team wanted to fully understand its potential.

SOLUTION

Navigant conducted a strategic market assessment, under which the methodology assesses 14 critical factors – including disease epidemiology, value proposition vs. standard of care, healthcare economics, patient care pathways, technology adoption dynamics, and the psychology of behavior change – to determine a technology's market opportunities as well as any barriers to adoption.

The comprehensive research and analysis revealed significant rates of septic infections among patient segments across geographies. In fact, there were nearly 100,000 patients with sepsis annually in the United States alone, who experienced organ failure or septic shock, resulting in a 22 percent mortality rate.

However the analysis also revealed significant variations in how sepsis is defined, treated, and triggered across and within studied geographies, with reports varying dramatically even among regional facilities.

To address these variations, Navigant created a standardized baseline definition of sepsis and patient treatment scenarios, which revealed that patients in intensive care with a poor prognosis could benefit most from treatment. It also uncovered a strong need for a sepsis therapy to prevent organ dysfunction progression and reduce mortality.

Even with a standardized definition and scenarios, specific patient segments were difficult to pinpoint. Too little clinical evidence existed to isolate in which patient scenarios or under which circumstances and conditions patients were most likely to transition into septic shock.

More clinical evidence and research was needed to better qualify and quantify the use of septic shock therapy, condition management, and diagnostic triggers for treatment.

Furthermore, the value proposition of the company's technology concept was not proven. More "proof of concept" was required to prove and validate the technology's efficacy, as well as to justify its use as a preferred treatment option.

Once these "unknowns" became known, further evaluation of the concept technology's potential could be conducted and ratified.

CONTACT

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RESULTS

Navigant provided the multinational company with a prioritized investment strategy broken into the following sequential program development steps:

1. Proving a value proposition;
2. Validating the population currently being treated; and
3. Identifying future need.

Each step was designed to provide the company incrementally with the information needed to justify further investment. With a clear path that minimized risk, the multinational company leadership team moved forward on the first step.

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