



THE EYE OF
THE EXPERTS

my psyma!

client testimonial

Daniel Lafferty is Market Research and Business Intelligence Manager for the Personal Care division of SCA, the world's leading supplier of incontinence products, marketed under the brand name TENA®.

The Challenge

SCA was developing an enhancement to an existing incontinence product, called protective underwear, that had proven successful in the retail division. We wanted to make sure it would be equally successful in the long-term care market. The markets' end users differed significantly: the retail consumer is a younger, more mobile customer, while the end user in long-term care is dependent on caregivers. For long-term care, the product would need to be acceptable not only to the resident, but the caregiver as well. Members of our marketing team had the perception that our new advanced smaller pad might not be readily received in the long-term market, even though technology proved that it was as absorbent as larger products. The research was to determine if it would be dismissed because of size before committing to the launch.

The long-term care market can be difficult to understand and interview because it is dominated by two primary customer categories: chain and independent nursing homes. Within each, we wanted to reach the key decision-makers including the director of nursing, RN's and LPN's, but more importantly, Certified Nursing Assistants, a position that requires less education with frequent turnover and makes up the majority of this category. The biggest challenge was identifying the right pool of people and assuring a good sampling of the market place with adequate weight placed on national accounts, chains and independent homes.

We needed a research partner that could understand the problem, work with a tough segmented audience and devise a plan that would get to the meat of the issue quickly. Unlike the pharmaceutical industry, where budgets often allow the luxury of multiple research initiatives, my budget was modest...the first research initiative had to hit the mark. I had worked on a previous project with Psyma and knew they would grasp the situation right away.



“When you are under pressure and need solid results, Psyma is the company to go with.”

“There are few who can do what Psyma has done for us in this industry. They understand my market better than any other consultants I know. In terms of qualitative research, Psyma is crucial to my company.”

The Solution

The Psyma Team understood the delicacy of this project. A number of our departments had vested interests in the outcome, including R&D, marketing and sales. Each had their own opinion of what the right product was. Since we were dealing with one of our major product lines, it was imperative that we had solid results on which to base our decision.

Psyma's part was the first and most crucial of the new product initiative. The team had experience in research on incontinence products and was able to grasp the situation immediately, as well as bring a wealth of information. What Psyma did best was to devise a methodology that got us in front of the right audience and test the difficult issue of perception. Through blind and aided focus groups, they tested several different product configurations to learn perceptions about the existing product.

The test went smoothly and quickly. We learned more than anticipated, not only about the desired shape, but additionally about other attributes that could help us optimize the product. Their professional, in-person results presentation was particularly important, so my team could buy into the results and have questions answered on the spot. The results were solid and squashed any doubts we had about moving forward.

Although Psyma was available whenever we needed them, I knew I could count on Psyma to work independently. I was able to let them develop the methodology without being there every day. This is important because I have about 10 of these projects under way at any given time. It's a luxury to find a vendor like Psyma that you can trust and not have to monitor continuously.

Psyma treats you as though you are their most valuable client. When you are working with them you aren't in an assembly line. They cater to your needs much better than other organizations. You are working with skilled people, who understand your needs and give you a personalized experience. I'd say they are one of the best in the industry.