

Synopsis for Dissertation Submitted



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By

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TITLE

Ligapro VS Strengthening Market Presence and Competitive Edge through Strategic Analysis and Marketing Solutions

INTRODUCTION:

In the medical device industry, particularly within the realm of surgical equipment, maintaining a strong market presence and competitive edge is paramount for sustained success. Ligapro, a prominent manufacturer of electrosurgical units, faces the challenge of bolstering its market position amidst a landscape marked by technological advancements, evolving healthcare regulations, and the emergence of new competitors. To address this challenge, a strategic analysis coupled with innovative marketing solutions tailored specifically for Ligapro's vessel sealer product line is imperative.

BACKGROUND OF PROBLEM:

Electrosurgical units play a critical role in modern surgical procedures, offering precision and efficiency in tissue sealing and dissection. However, the market for these devices is highly competitive, with numerous manufacturers vying for market share. Additionally, healthcare providers increasingly demand not only advanced technological features but also evidence of safety, efficacy, and cost-effectiveness. Against this backdrop, Ligapro's vessel sealer faces the challenge of standing out amidst competitors and meeting the evolving needs and expectations of healthcare professionals and institutions. Failure to address these challenges could result in diminished market share and loss of competitive advantage for Ligapro.

RESEARCH QUESTION:

How can Ligapro VS strengthen the market presence and competitive edge of its vessel sealer product line through strategic analysis and innovative marketing solutions in the electrosurgical unit market?

OBJECTIVES:

1. Conduct a comprehensive analysis of the electrosurgical unit market landscape, including key competitors, technological trends, regulatory requirements, and market dynamics.
2. Evaluate the unique features, strengths, and weaknesses of Ligapro's vessel sealer product line compared to competitors, utilizing tools such as SWOT analysis and competitive benchmarking.

3. Identify target market segments and customer personas for Ligapro's vessel sealer, considering factors such as surgical specialties, healthcare settings, and geographic regions.
4. Develop innovative marketing strategies and solutions tailored to highlight the unique value proposition of Ligapro's vessel sealer, emphasizing factors such as precision, safety, ease of use, and cost-effectiveness.
5. Explore opportunities for strategic partnerships, collaborations, or distribution channels to expand the reach and accessibility of Ligapro's vessel sealer in key markets.
6. Leverage digital marketing channels and technologies to enhance brand visibility, engage with target audiences, and generate leads for Ligapro's vessel sealer.
7. Establish metrics and key performance indicators (KPIs) to monitor the effectiveness of implemented marketing strategies and assess return on investment (ROI).
8. Continuously monitor market trends, competitor activities, and customer feedback to adapt and refine marketing strategies, ensuring sustained relevance and competitiveness for Ligapro's vessel sealer.

HYPOTHESIS:

By emphasizing the superior qualities, effectiveness, and safety profile of the Ligapro® VS Maryland Jaw and by putting strategic marketing initiatives to work that are catered to the requirements of healthcare facilities and professionals, Winglobe Healthcare can gain a competitive edge in the vessel sealing instrument market.

Material and Methods:

Studying strategic marketing and conducting comparative analysis. Setting: The surgical instrument vessel sealing market worldwide.

- Surgeons, operating room staff, hospital administrators, and procurement managers are the inclusion criteria.
- Non-relevant entities or stakeholders are the exclusion criteria.

STUDY TOOLS:

Market surveys, interviews with key opinion leaders, analysis of secondary data, and product demonstrations, questionnaires.

DURATION OF STUDY:

3 Months from April 2024 to June 2024

Sample Size:

25 Gynecology, 25 Oncology, 25 Gastro Intestinal Surgeons who are currently practicing and involved in decision-making processes related to the purchase and use of medical devices in their procedures.

Sampling Technique:

A multi-stage sampling strategy that incorporates both purposive and convenient sampling. The selection of gynecology surgeons with prior experience with or interest in medical devices for surgical procedures will be done through purposeful sampling. By using this method, participants are guaranteed to have pertinent experience and knowledge regarding the acceptance and application of novel medical devices.

Data Collection Procedure:

Gathering information via questionnaires, focus groups, interviews, surveys, and examination of trade publications.

1. Quantitative Data: Gyne, Onco, Gastro surgeons will receive an online survey to complete, which will gather data on their opinions of Ligapro as well as their preferences and the factors that influence their choice of device.
2. Qualitative Data: To gain deeper insights into the attitudes, experiences, and recommendations for successful sales and marketing strategies of a subset of the survey respondents (roughly thirty surgeons), semi-structured interviews will be held.

Sample questionnaire**Questionnaire for Surgeons and Operating Theatre Attendants****Section 1: Demographic Information****1. Gender:**

- Male
- Female

- Other (please specify): _____

2. Age: _____ years

3. Years of experience in surgical practice: _____ years

4. Specialization (if applicable): _____

5. Type of healthcare facility you work in:

- Hospital

- Clinic

- Ambulatory Surgical Center

- Other (please specify): _____

Section 2: Experience and Usage of Electrosurgical Units

6. How frequently do you perform surgical procedures that involve vessel sealing and dissection?

- Rarely

- Occasionally

- Frequently

- Very frequently

7. Which electrosurgical units do you currently use or have experience with? (Select all that apply)

- Ligapro® VS Maryland Jaw

- Other: _____

8. How satisfied are you with the performance of the Ligapro® VS Maryland Jaw in terms of vessel sealing and dissection?

- Very satisfied

- Satisfied

- Neutral

- Dissatisfied

- Very dissatisfied

9. What are the primary factors influencing your choice of electrosurgical units for vessel sealing procedures? (Rank in order of importance: 1 being the most important and 5 being the least important)

- Performance (efficacy and precision)
- Safety features
- Ease of use
- Cost-effectiveness
- Brand reputation

Section 3: Perceptions and Preferences

10. How do you perceive the unique features of the Ligapro® VS Maryland Jaw compared to other electrosurgical units available in the market? (Open-ended)

11. What improvements or additional features would you like to see in the Ligapro® VS Maryland Jaw to enhance its usability and effectiveness for vessel sealing procedures? (Open-ended)

Section 4: Marketing and Promotion

12. How do you typically learn about new electrosurgical devices or technologies? (Select all that apply)

- Professional conferences or seminars
- Peer recommendations
- Online research
- Vendor demonstrations
- Other (please specify): _____

13. Have you received any promotional materials or demonstrations regarding the Ligapro® VS Maryland Jaw from Winglobe Healthcare or its representatives?

- Yes
- No

14. How influential are promotional activities (such as product demonstrations, brochures, or educational workshops) in your decision-making process when considering new surgical equipment?

- Very influential
- Somewhat influential

- Neutral
- Not very influential
- Not at all influential

Operational Definitions:

- Adoption Rate: The percentage of surveyed gynaecologist, Oncologist, Gastro Intestinal surgeons who have decided to use Ligapro in their practice.
- Perceived Usefulness: Surgeons' beliefs on how Ligapro enhances their surgical procedures' efficiency, outcomes, and patient satisfaction.
- Perceived Ease of Use: Surgeons' beliefs on how easy and user-friendly Ligapro is to integrate and use within their existing surgical practices.

Data Analysis Plan:

Statistical software, such as SPSS, will be used to analyze quantitative data in order to find trends, preferences, and correlations. In order to identify common themes and gain insights into sales and marketing strategies, qualitative data from interviews will be transcribed and subjected to thematic analysis.

Ethical considerations:

- Ensure that all participants have given their informed consent and are aware of the purpose of the study as well as their right to withdraw at any time.

By using codes to identify the participants' responses rather than personally identifiable information, you can guarantee their confidentiality and anonymity.

- An ethics committee will examine and approve the study to guarantee that research ethics are followed.

Implications of Research:

The results of this study will give Winglobe Medical Devices Company important information about the requirements and preferences of gynecological surgeons, which will help them create Ligapro sales and marketing strategies that are more successful. Winglobe can potentially increase Ligapro's adoption rate by customizing its approach to better meet the needs of surgeons by comprehending the factors that affect their decision-making. Additionally, by providing evidence-based tactics that are applicable in comparable situations, this study will advance the field of medical device marketing and improve the efficacy and efficiency of marketing initiatives in the healthcare industry.

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