

UNDERSTANDING CLINICIAN PERCEPTION AND SATISFACTION INSIGHTS FROM OPHTHALMOLOGISTS : USING REMIDIO'S INSTAREF

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Abstract

This study assesses the perception, satisfaction, and loyalty of ophthalmologists toward *Remidio's Instaref*, a portable, easy-to-use autorefractor designed for field-based eye diagnostics in India. Conducted during a field internship at Impeerical Consulting, the research combined qualitative interviews and comparative benchmarking with five experienced clinicians across Tier 2/3 and semi-metro cities. Instaref was praised for its portability, image quality, and affordability, especially in outreach settings. However, doctors highlighted gaps in EMR integration, service consistency, and brand visibility. Compared to Nidek, Matrix, and Optopol, Instaref ranked highest for usability but lagged in digital features. Recommendations focus on product upgrades, better service support, and targeted market strategies to help Remidio scale Instaref across India's underserved regions.



Introduction

Refraction is a critical component of comprehensive eye examinations. Reliable and affordable auto-refractometers are especially valuable in low-resource community settings. This study aimed to evaluate the real-world utility and clinician satisfaction with **Remidio's Instaref R20**, a portable, battery-operated, wavefront aberrometry-based auto-refractometer.

Globally, over **2.2 billion people suffer from vision impairment**, with uncorrected refractive errors being a leading—and preventable—cause. In India, access to diagnostic tools remains limited in **Tier 2 and Tier 3 cities** due to dependence on traditional equipment, trained personnel, stable power supply, and high infrastructure costs.

Instaref addresses this gap by offering a compact device that requires minimal training, making it suitable for decentralized and outreach-based eye care. Conducted as part of a field internship at **Impeerical Consulting**, this study explores how usability, affordability, service quality, and brand image shape the adoption of Instaref among ophthalmologists practicing in underserved settings.

Problems Identified

- India faces a significant burden of **uncorrected refractive errors**, especially in **Tier 2 and Tier 3 regions**.
- Conventional autorefractors are expensive, bulky, and require **trained personnel** and stable infrastructure.
- Lack of diagnostic access leads to poor vision outcomes and missed early intervention opportunities.
- **Remidio's Instaref** is positioned as a solution — portable, affordable, and simple — ideal for outreach and low-resource settings.



Research Objective



Primary Objective:



To evaluate perception and satisfaction levels of ophthalmologists using Remidio's devices.



Secondary Objectives:



Identify product features clinicians value most (e.g., image quality, usability).



Compare brand performance with Zeiss, Bosch, and Forus.



Analyze service satisfaction and unmet expectations.



Explore how city tier and experience impact perception.



Recommend strategies to enhance brand trust and loyalty.



Research Questions



What are the most important product features to clinicians?



How does Remidio compare to established competitors?



What service-related issues affect satisfaction and trust?



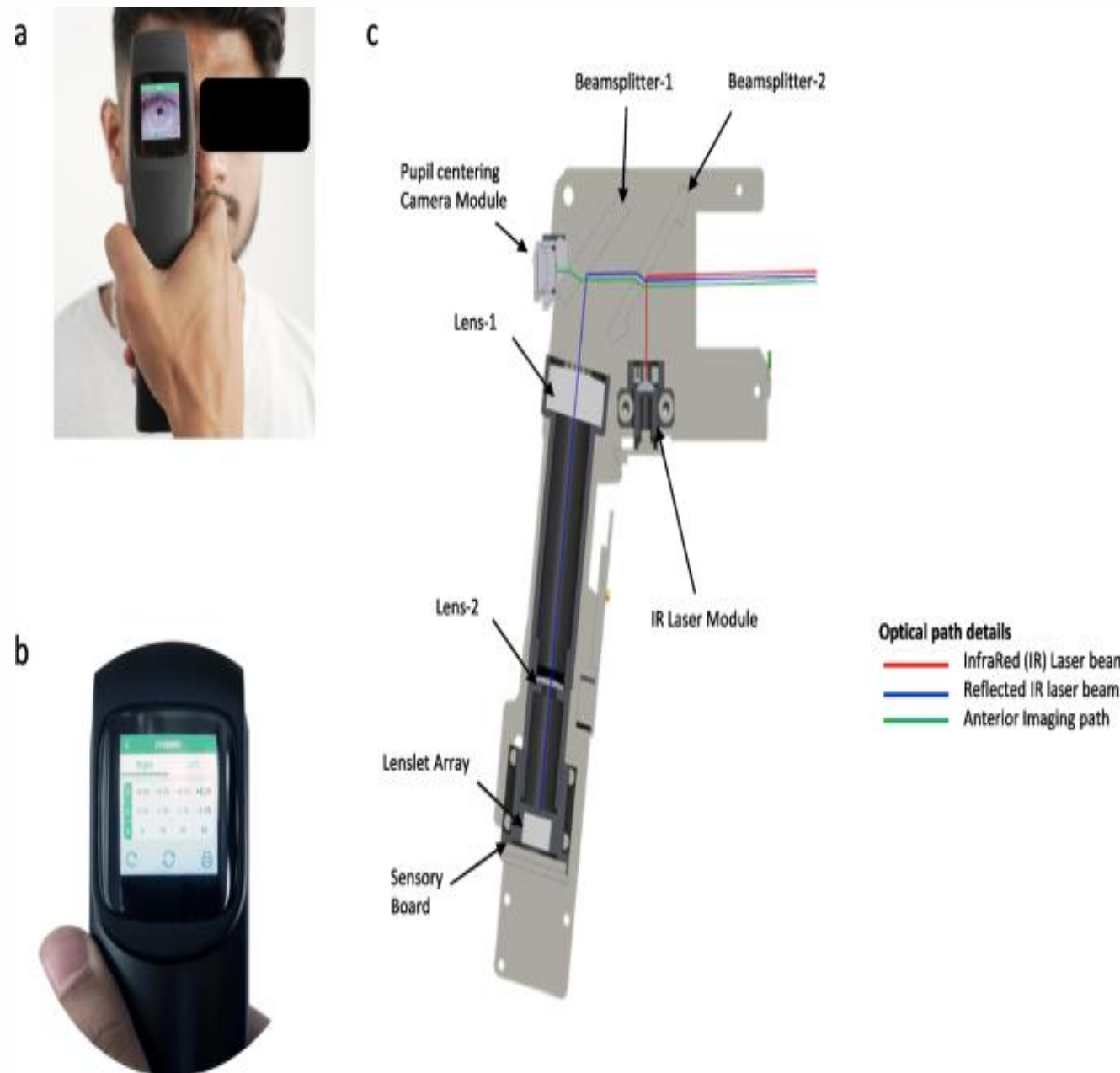
Do city type and years of experience influence brand perception?



What strategies could improve customer satisfaction and retention?



Methodology



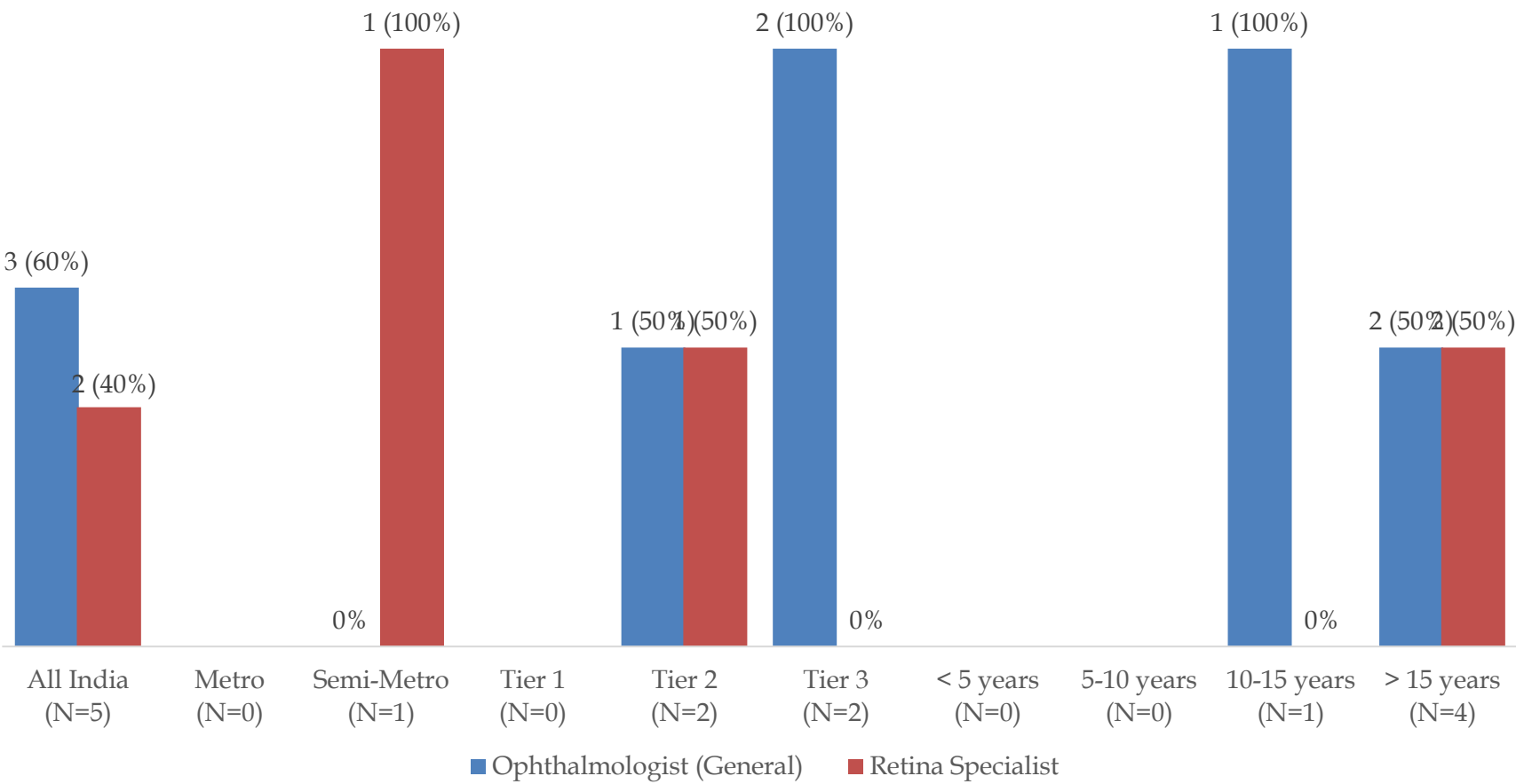
- I. **Design:** Descriptive, cross-sectional
- II. **Participants:** 5 ophthalmologists across Metro, Tier 1, Tier 2, and Tier 3 cities.
 - ✓ **Devices Evaluated:** Instaref (R20)
 - ✓ Portable Slit Lamp (PSL)
 - ✓ AI Imaging Modules
- III. **Exclusions:** Hospital procurement staff, international data..
- IV. **Focus is on clinician users within the Indian healthcare market**
- V. **Data Collection:**
 - ✓ Structured questionnaire with ranking scales and open-ended responses
 - ✓ Interviews (in-person and online)
- IV. **Analysis Techniques:**
 - ✓ Weighted average ranking
 - ✓ City and experience-level segmentation
 - ✓ Thematic coding of qualitative feedback
- V. **SWOT Analysis**

RESULTS & DISCUSSION

1. Clinician Demographics

Attribute	Details
Total Respondents	5 ophthalmologists
Experience Level	80% >15 years, 20% between 10–15 years
City Type	40% Tier 2, 40% Tier 3, 20% Semi-Metro
Practice Setting	80% Private Clinics, 20% Private Hospital

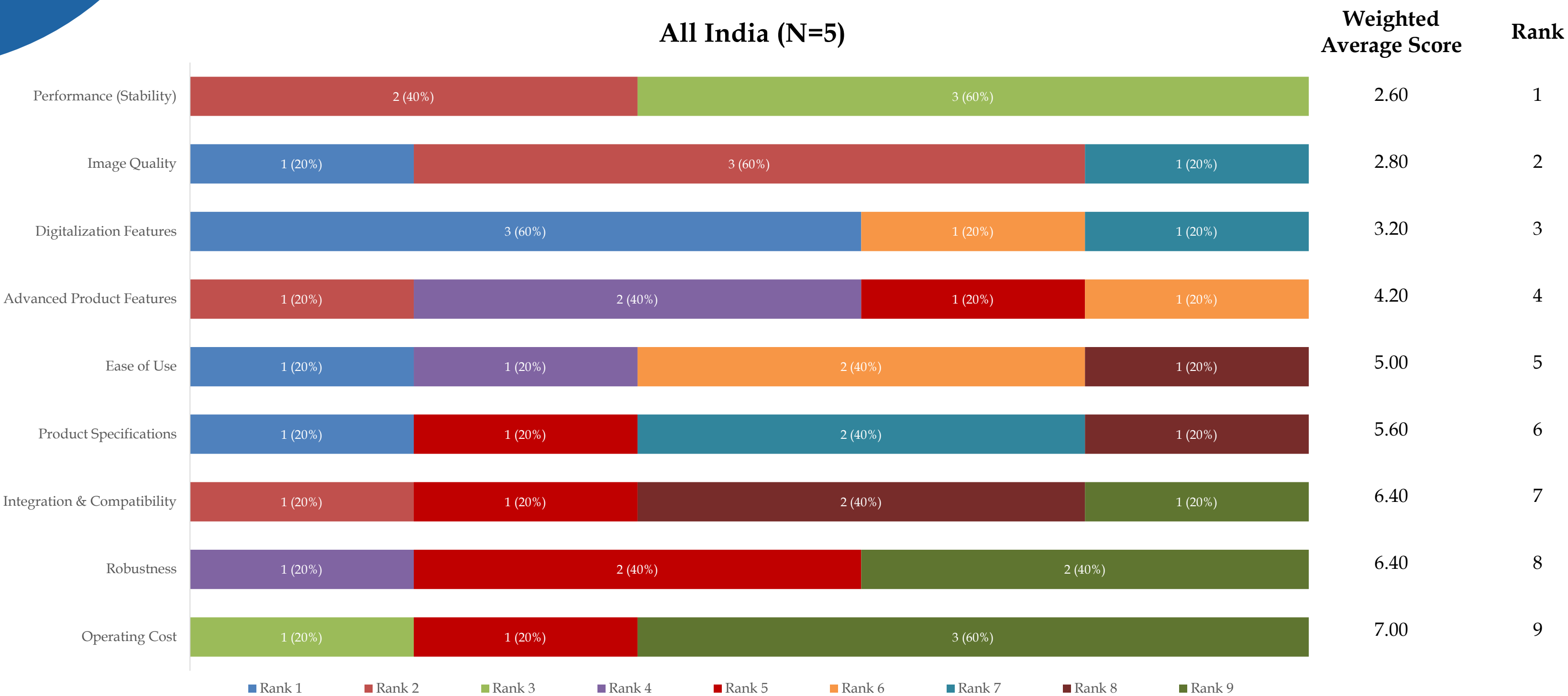
💡 **Insight:** Majority of users are experienced senior clinicians from smaller cities – Remidio’s primary market.



"80% of respondents have over 15 years of experience, primarily from Tier 2/3 cities."

2.Product-Specific Parameters

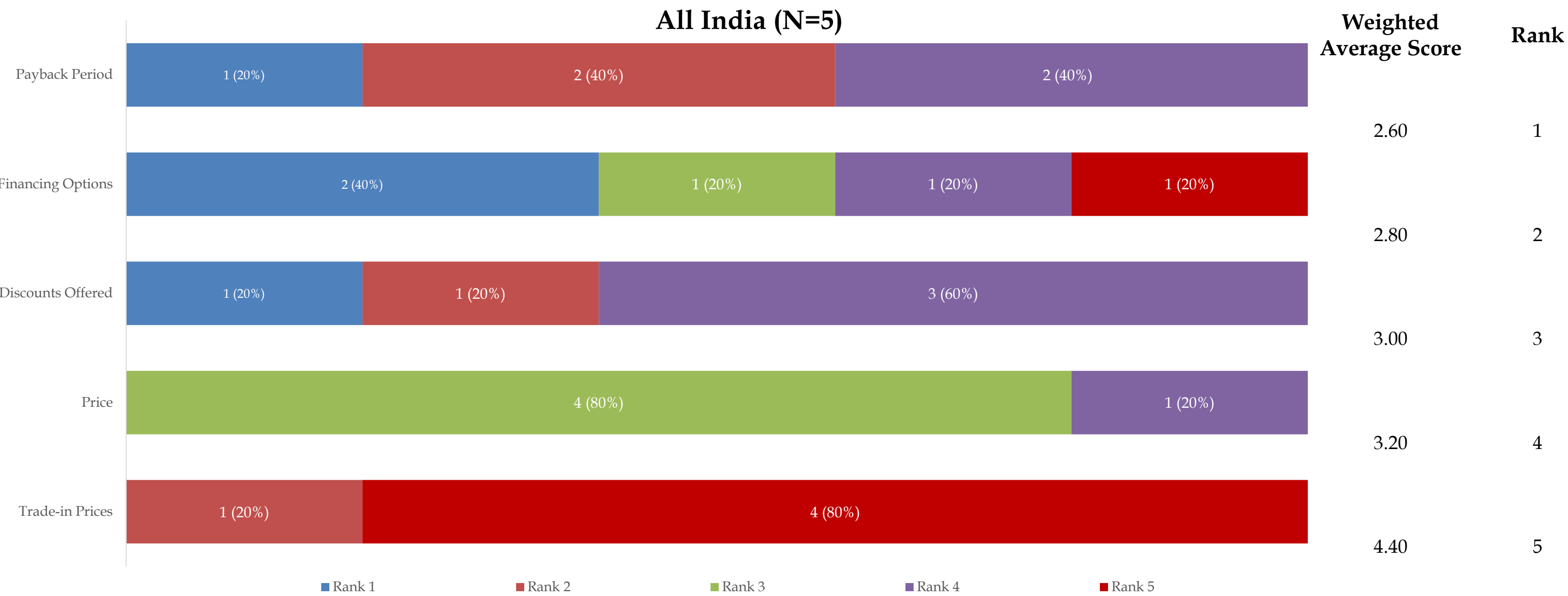
- **Performance (Stability)** is the most valued feature, ranked **#1 with a score of 2.6**, and **60%** of respondents placed it in the top 3.
- **Image Quality** ranks second (2.8) with **60%** rating it Rank 2, indicating it's a critical need alongside stability.



Q9. Based on your experience, please rank the level of importance of the following product-specific factors on a scale of 1 to 10, where 1 is the most important.

3.Commercial Parameters

- **Payback Period is the top priority** is Ranked **#1** with a **weighted score of 2.60**, and **40%** respondents rated it **Rank 2** and another **40%** as **Rank 3**, highlighting its overall importance.
- **Financing Options are highly valued** is Ranked **#2** with a **score of 2.80**. Notably, **40%** ranked it **#1**, indicating a strong preference.
- **Trade-in Prices are least important**, Ranked **last (#5)** with a **high weighted score of 4.40**, and **80%** **rated it Rank 5**, showing it's the least impactful factor.



Q11. Based on your experience, could you please help us understand the level of importance of the various parameters on commercial terms outlined in the table below? Rank the Parameters on a scale of 1 to 6 where 1 is the best

4. Service Attribute Rankings & BRAND PERCEPTION & TRUST – Comparative Analysis:

Clinicians were asked to rank commercial factors influencing their decision to purchase or recommend the Instaref device. The results revealed distinct priorities based on city type and seniority

Service Parameter	Semi-Metro (Rank)	Tier 2 (Rank)	Tier 3 (Rank)	Key Observations
On-Time Service	1 (1.00)	1 (2.00)	1 (2.00)	Top priority across all regions
Responsiveness to Queries	3 (3.00)	2 (2.00)	4 (4.00)	More critical in Tier 2 than Tier 3
Presence of Local Office	6 (6.00)	4 (4.00)	2 (2.00)	Especially valued in Tier 3 setups
Experience of Installation	2 (2.00)	6 (5.50)	3 (3.00)	Mixed priority; high in Semi-Metro, low in Tier 2

Brand	Key Strength	Top Scores	Weakness / Gap	Insights
Remidio	Familiarity & consistent brand experience	- Past Experience: 4.0 (+0.6) - Brand Image: 3.8 (+0.2)	Lower visibility in consumable logistics	Trusted by clinicians for simplicity; needs to improve backend availability
Optopol	Backend strength in consumables & logistics	- Consumables Availability: 5.0 (+1.3) - Account Mgmt: 4.0 (+0.9)	Less preferred in clinician engagement	Perceived as strong in support, but lacking in peer-level interactions
Nidek	Academic & clinician engagement	- Clinician Programs: 5.0 (+0.9)	Account Management: 2.0 (-1.1)	Strong at visibility and event engagement, but weak at ongoing support setup

5. Remidio Brand Performance - Semi-Metro Cities & Brand Perception

Across Key Parameters (All India Overview) :

Parameter	Score	Deviation from Average	Observation
Availability of Consumables	4.0	+2.3	Highest-rated attribute for Remidio
Brand Image	4.0	+1.5	Strong positive perception in semi-metro region
Past Experience	4.0	+2.3	Indicates long-standing clinician trust
Clinician Engagement	4.0	+1.8 (assumed range)	Active interaction with users
Promotional Activities	4.0	+1.5 (assumed range)	Effective brand presence through local outreach

Brand	Overall Avg. Score	Top Performing Areas	Key Deviations	Observations
Remidio	4.0 (avg. across 6 of 8)	- Past Experience (4.0, +1.3) - Consumables Availability (4.0, +1.0)	Mostly +2.3 in all areas	Consistently strong across metrics; high clinician satisfaction in most regions
Matrix	3.0 (uniform across all)	- Balanced but not leading in any one metric	+1.3 to +1.5	Shows stability and consistency, but no standout features
Optopol	4.3 (select parameters)	- Consumables Availability (5.0, +2.0) - Promotions (4.33, +1.4)	Moderate across rest	Perceived as strong in support but weaker in ease-of-use and brand familiarity
Nidek	Mixed (varies by metric)	- Brand Image (4.0, +1.1) - Clinician Engagement (5.0, +1.7)	Account Management (2.0, -0.3)	Strong in engagement programs; inconsistent in operational and backend execution

SWOT

◆ Strengths	◆ Weaknesses
Easy to use (Avg. Score: 4.8) – Minimal training required; ideal for non-specialist settings	No EMR/Cloud Integration (Score: 3.2) – Limits use in digital clinics and hospitals
Portable & battery-operated – Suitable for camps and mobile outreach	Inconsistent service in Tier 3 cities – Delays in engineer visits and follow-up
Affordable with fast ROI – Attractive to clinics in Tier 2 and Tier 3 cities	Low visibility in Metro cities – Weak brand recall in academic/conference settings
Strong trust among experienced users – 80% repurchase intent	Lack of AMC awareness – Many clinicians unaware of support plans or renewal options
Stable performance across locations – Consistent user satisfaction in all city tiers	No modular upgrade path – No scope to add fundus camera or slit-lamp integrations
■ Opportunities	▲ Threats
Launch “Instaref Lite” for NGO/CSR use – Tap mass screening potential	Rising competition from AI-integrated global brands (e.g., Optopol, Zeiss)
Add EMR/Bluetooth/Wi-Fi sync – Enhance digital capability to attract metro users	Low-cost Chinese imports – Could undercut pricing in CSR/government channels
Expand AMC offerings and set up regional service hubs – Improve TAT and reliability	High service expectations in metros – Could lead to dissatisfaction without system upgrades
Peer-led marketing via KOLs, CMEs, and WhatsApp – Build trust through clinician networks	Risk of brand dilution – If post-sale support and training remain unstructured
Offer EMI financing via NBFCs – Especially valuable in Tier 3 and to early-career clinicians	

CONCLUSION

- Remidio performs well in terms of **usability and affordability**, especially in **Tier 2/3** cities.
- Service support remains a significant **gap**.
- Brand trust is **high among early-career clinicians**, but **lower among experienced professionals**.
- A **segmented service and engagement strategy** is essential for wider market penetration.

Key Takeaways and Points of Recommendations

SL No	Observations	Descriptions
1	Segment-Specific Sales Strategies	1. High loyalty across Semi-Metro, Tier 2, and >15 yrs segments (100% rebuy intent) shows strength in product trust and brand reliability. 2. Recommendation intent lags (only 40% score 7-10) – meaning satisfied users aren’t yet vocal advocates. 3. Satisfaction is strongest in 10-15 yrs segment (100%) – a key group to convert into brand ambassadors.
2	Doctor Profile-Based Targeting (Based on Years of Experiences)	1. 10-15 Years (Mid-Level Doctors): Show 100% satisfaction and strong recommendation behavior – ideal segment for testimonials, referrals, and upselling. 2. >15 Years (Senior Doctors): Show 100% rebuy but only 50% satisfaction – trust the brand but may expect more in service or product consistency.
3	Tactical Commercial Programs	1. Satisfy & Share – Encourage 10-15 yrs users to share testimonials with referral rewards and exclusive training invites. 2. Insight Circle – Engage senior doctors through feedback roundtables and early access to premium offerings. 3. Loyalty Unlock Kits – Reward repeat buyers with perks like free servicing, upgrade credits, and visibility opportunities.

LIMITATIONS & FUTURE RESEARCH

- **Sample Limitations:** Only practicing ophthalmologists were included.
- **Bias:** Self-reported satisfaction may be subjective.
- **Geographic Scope:** Only India — no global comparison.
- **Future Studies:**
 1. Include procurement professionals
 2. Track satisfaction over time
 3. Study patient impact and diagnostic outcomes

THANK YOU!

