



Conducting a medical survey on the goodness of the results of a new technology for pace-makers.

Background:

A top developer of pace makers needed to conduct a medical survey on the goodness of their product in preventing coronary distress in severely ill patients. Finding a suitable methodology to measure this was problematic due to the quality and structure of data as well as due to the undefined methodology for the task.

Assignment:

Aftermath was assigned to develop a clinical test based on testing procedures developed in the house, to that end we:

Strategy:

- Built a comparative data base from medical records and assessed its comparability and reliability*
- Constructed a theory based statistical test to gauge a benchmark for comparisons*
- Developed a full clinic record of our results.*
- Discussed the results with academics and peer competitors*
- Implemented an aggressive commercial strategy based on our results*

Result:

The instrument developed by our client is so far the only one publicly accepted by the market. All medical visitations are conducted throughout the statistical procedures and tests developed for the purpose of the monitoring of survival probabilities after coronary treatments.