

**Table 8** Market research factors in evaluating a reconstitution device

Ease of use	Number of parts
Prefilled systems	Waste products
Syringeability	Time
Visibility	Injection safety
Leakage	Injectability
Number of steps	Dosage range

**Table 9** Desirability of prefilled syringes compared to vials and importance of syringe attributes [11, 15]

		Physician <i>N</i> =45	Nurse <i>N</i> =70
Desirability of prefilled syringes compared to vials	Prefilled syringes vs. vials	67%	77%
	Prefilled syringes vs. vials, price being equal	100%	89%
Importance of syringe attributes	Reduced risk of contamination	91%	97%
	Accurate labeling and identification	91%	97%
	Ease of use	93%	94%
	Convenience	89%	93%
	Dosage accuracy	89%	91%
	Needle sharpness	73%	90%

## Market Feedback

Product development teams often need to make investment trade-offs, so companies often use market research to understand the potential value of different product profiles. For instance, market research can explore the value of an investment in a room-temperature stable formulation or technology that makes a lyophilized product stable in liquid (Table 8).

Device teams can also explore the additional value of investment in reconstitution systems. For example, it has been shown that the reconstitution device for a lyophilized product can be as important as any difference in efficacy or safety when the patient is choosing between treatment options (Table 9). Market research can be also be used to project potential market shares, which in turn can be used to justify a particular option.

Furthermore, market research is able to test a product with consumers that may not be satisfied with a basic product. Convenient formulation and delivery have become increasingly important for certain chronic diseases immediately at launch. This requires integration of a device early in development so it can be part of the clinical trials and be ready at launch.

Through market research, formulation and product teams can quantify and justify an argument for the value of additional investments.