



Challenge & Solution

Product Package Communications Benefit from Evaluations Conducted by Nurse-Interviewers

A major manufacturer of absorbent products for bladder control needed to determine the effectiveness of package communications for an innovative new product. The manufacturer was entering a product category for which **SeniorTalk** had customer history through its access to a database of 3.5 million users of bladder control products. Because of that prior knowledge, we were able to provide the manufacturer with velocity for the product launch.

Completely contrary to package instructions for the manufacturer's other product lines, the new product was designed to be used in conjunction with other absorbent products, rather than on its own. The manufacturer engaged **SeniorTalk** to implement an evaluation of the package communications in order to reduce risk of confusion and increase adoption of the new product.

Client requested that recruits match a precise research profile that included geographic dispersion, a percentage of caregivers as well as end users, and verification of product usage for product type and purchase frequency. Our surveys have found that more than 60 percent of individuals in our database are agreeable to participating in research studies such as this, and we were able to screen and build the sample on time and within budget.

To eliminate any preconceptions or bias during the interviews, **SeniorTalk** partnered with MattsonJack Group, a global leader in healthcare research, to provide registered and licensed professional nurses to conduct the surveys. Unlike our product counselors who daily talk to seniors about incontinence products, these nurses had no previous experience with an incontinence-related product survey. They did, however, evoke the same degree of trust as our product counselors.

SeniorTalk developed the cover letter, interview guide, and plan for data tabulation. Participants received a cover letter along with sets of package graphics provided by the manufacturer. After the nurse-interviewers completed data collection, we performed an analysis.

Results of our analysis indicated that the packaging effectively communicated how the product should be used. We also found that there was little recognition by the consumer that other products' packages communicated a different usage message. **SeniorTalk** was able to reassure the manufacturer on the effectiveness of the package communications. With the packaging question resolved, client was able to move ahead quickly with the product launch and is now a leading brand in this category.

By using third-party nurse-interviewers, **SeniorTalk** provided detached and unbiased data collection and reporting for a user evaluation of package communications.