



CASE STUDY

University Hospital Bonn

Turning breakthrough medical innovation into market-ready value through strategic market research

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Breakthrough innovation does not succeed on science alone. It also requires market proof.

B2B International partnered with an exceptional team of scientists led by Professor Gunther Hartmann at the Institute of Clinical Chemistry and Clinical Pharmacology, University Hospital Bonn. They developed a groundbreaking medical solution with the potential to provide short-term prophylaxis against viral infections through the application of a broad-spectrum antiviral. With far-reaching implications for healthcare systems and patients alike, the innovation represented a significant step forward in medical science.

This technology was recognised early on by the Federal Ministry of Research, Technology and Space, based on the strength of the scientific evidence and its compelling translational concept. Strategic market research played a supporting role by demonstrating relevance, acceptance, and economic viability, helping transform a laboratory development into a clinically applicable treatment with real-world impact.

Why was market research needed?

While the innovation's scientific potential was clear, critical market questions remained unanswered:

Who would be the first to adopt such a solution?

How would a preventive approach be perceived within a healthcare system traditionally focused on treatment?

How could a scientific project be translated into a successful value proposition in the medical field?

To address these questions, the research team at University Hospital Bonn partnered with B2B International with a clear ambition: **to validate commercial potential and define a viable path to success within the German healthcare system.**

Their challenge was to reduce uncertainty, replace assumptions with evidence, and ensure development priorities aligned with real-world needs, stakeholder behaviours (including healthcare decision-makers), and the structural constraints of the German healthcare market.

Research challenges

While the versatility of the solution's potential applications represented one of its greatest strengths, it also increased the complexity of the analysis. The solution:

- Applied to multiple medical conditions
- Offered both treatment and preventive use cases
- Required validation within a fragmented and highly regulated healthcare system

Furthermore, several stakeholder groups were identified as critical to success:

- Health insurance providers and hospital management
- Medical professionals
- Patients

The approach

To maximise insight while using the available budget efficiently, B2B International designed a phased approach, allowing each stage of the research to inform and refine the next.

The research followed the natural decision-making hierarchy of the healthcare system:



Rather than focusing solely on patient volumes, the study employed a broader definition of market opportunity, examining:

- Demand for innovative solutions
- Openness to adoption
- Existing treatment and prevention alternatives

Preventive use cases presented a particular challenge. Although clinically compelling, preventive concepts were not always immediately understood, particularly among patients. To address this, quantitative findings were enriched with qualitative insights from open-ended responses, ensuring nuanced interpretation and actionable conclusions.

Commercial realities were carefully integrated throughout the research, including:

- Price acceptance
- Reimbursement likelihood
- Certification and regulatory considerations

After all, even the most promising medical innovation must ultimately demonstrate its value not only to society, but also to the healthcare economy.



The impact

The research confirmed a substantial market opportunity and strong interest across key stakeholder groups. At the same time, it revealed an important nuance: the very versatility that made the innovation powerful also created uncertainty for some audiences.

The findings supported funding and development decisions with robust market evidence.



The results highlighted the need for clear communication and market education, particularly around preventive applications, and helped shape a focused go-to-market strategy.

They also identified which target groups should be prioritised first and how messaging could be aligned more effectively with stakeholder needs.

Finally, the findings supported funding and development decisions with robust market evidence.

From scientific breakthrough to market success

This case study demonstrates how well-designed market research can bridge the gap between scientific excellence and real-world impact. By combining medical innovation with strategic market insight, pioneering research can be transformed into a compelling market value proposition.

The collaboration illustrates the power of early market validation in accelerating innovation, reducing commercial risk, and delivering meaningful societal benefits.