



MARKET CLARIFICATION Stakeholder Panel

The service package is delivered by
Norwegian Smart Care Lab

Market Clarification

In order to get answers to important questions in the development process, it is important to establish a dialogue with professionals, decision-makers, users, healthcare personnel as well as other relevant user groups.

Norwegian Smart Care Lab facilitates focus groups to assess the market potential of your solution. The method we use to gain insight is a semi-structured group interview. The aim is to validate the market potential of your product or service together with a panel of selected experts.



Norwegian Smart Care Lab

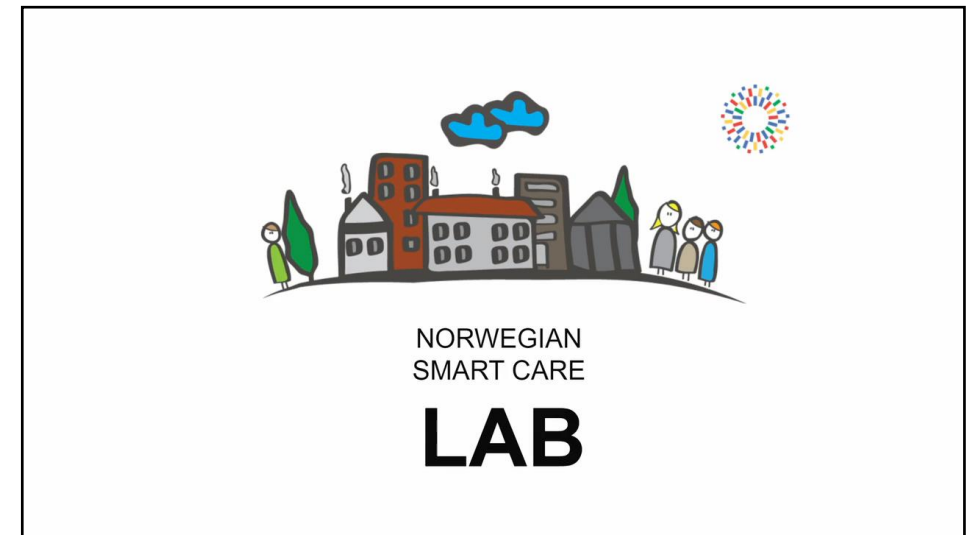
Who are we?

The Norwegian Smart Care lab tests and verifies ideas, prototypes and products developed by the healthcare industry, especially in e-health and welfare technology.

We act as a neutral third party and advisor, to ensure what is developed is in line with the needs of healthcare personnel, patients and the resident at home.

Our focus is to create a common understanding of the challenges that exist and facilitate co-creation around which solutions are developed to meet the problems.

User participation is central to the work we do, as we have experienced how valuable it is to involve the end user and other relevant players in the entire innovation and development process. It provides value both in terms of understanding the needs of the end user, but it also provides value in itself. User participation creates a more democratic process where healthcare personnel and patients get a voice and influence when new solutions are developed, which they themselves may have to use at a later stage.



The process will vary somewhat as we tailor the service to fit the needs of the company.

Process Overview

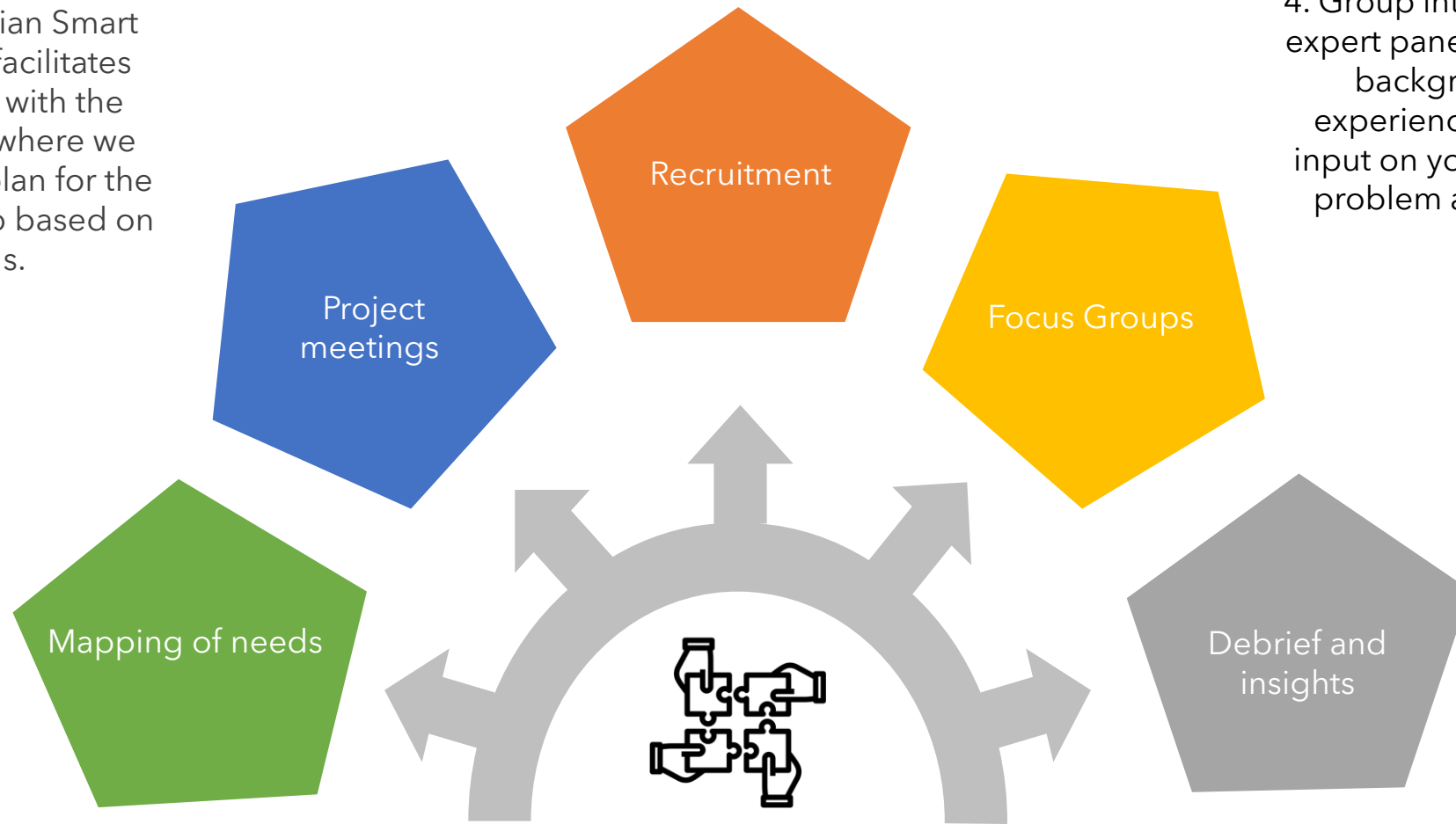
3. NSCL recruits participants.

4. Group interview with an expert panel with relevant background and experience to provide input on your company's problem and solution.

5. A written summary is sent to the company before the final meeting.

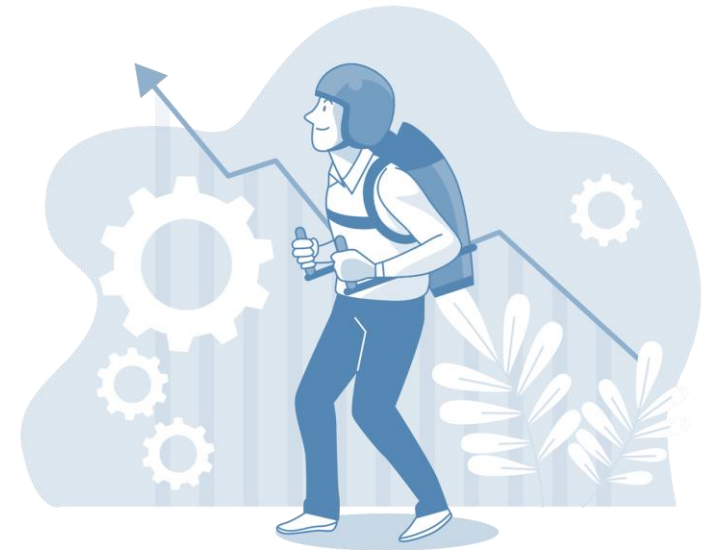
2. Norwegian Smart Care Lab facilitates meetings with the company where we prepare a plan for the focus group based on KPIs.

1. NSCL defines KPIs and maps the need of the company.



Practical Information

- We have experience in conducting focus groups both physically and digitally.
- The duration is often around 2-3 months, and includes preparation, implementation and work on the report.
- Participants sign an NDA prior to the simulation.
- The cost will normally be around 80,000 NOK ex. VAT. If there are additional costs related to the test, this will be discussed in the start-up phase.



Get in touch if you want more information about what the service package contains and what we can offer your company.



**Norwegian
Smart Care
Lab**

Marit Hagland
Manager
Norwegian Smart Care Lab
+47 452 61 799
marit.h@valide.no



Karoline Blikra Mogleiv
Business Developer
Norwegian Smart Care Lab
+47 92 414 043
karoline@valide.no



WWW.SMARTCARECLUSTER.NO

