ACCESS & ACCELERATION

German-Danish network for innovation and cooperation in healthcare

Evaluation of roadmap to market

Interreg Deutschland - Danmark

EUROPEAN UNION

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1. Management Summary

Validation of user feedback was carried out in 2 quantitative studies.

First, a usability test with a standardised questionnaire and a live test of the roadmap with 5 people was carried out.

Second, the evaluation of the Roadmap was carried out after the integration of the adaptations on the website. For this purpose, a standardised questionnaire for surveys on the strategy/roadmap was developed and converted into an online survey. Over 400 emails were sent to companies and institutions. 17 companies with a total of 20 participants supported the evaluation with their participation. In general, the participants found the Roadmap understandable, useful and that the wording of the sections was easy to understand.

2. Roadmap to market

The Roadmap is a tool for small and medium-sized enterprises (SMEs) and other companies who wish to enter the Danish or German healthcare market with their innovative product(s). The roadmap was analysed in terms of usability and evaluation.

Roadmap	Link
English version	https://www.accessinnovation.eu/roadmap.html
German version	https://www.accessinnovation.eu/roadmap_de.html
Danish version	https://www.accessinnovation.eu/roadmap_dk.html

Table 1: Roadmap to market – Links

3. Usability Study

The usability study was made with 5 participants from Denmark and Germany. The test lasted between 30 and 45 minutes, see the script for the usability test in annex 6.1.

The WP team developed the following procedure for the test:

- A virtual or physical meeting was held.
- The participant was briefly explained the procedure and told that there would be 5 questions/tasks to solve later without the support of the interviewer.
- The participant had approx. 5 minutes to take a closer look at the roadmap, then one task after the other was asked and the answers were documented.
- Finally, the participant could ask questions and give further inputs.

Based on the usability study small adjustments were made to the roadmap (see following tables 2 to 6):

- Wording was changed on the roadmap and in the text.
- The Graphics was changed to an animated image.
- All links are underlined.
- Actions moved above the description of the barrier.
- Small adjustment to the highlighting feature.

Adjustments – Navigation

Usability Test	Roadmap - Adjustments
Comment: The menu of the website (blue icons) were used for searching, e.g. network. *Adjustment*: Blue icons have been removed from the roadmap page.	

Table 2: Usability study – Adjustments navigation

Adjustments – Graphic

Usability Test	Roadmap - Adjustments
Comment: Would like the "new market" to read "danish and german market" or something similar instead. *Adjustment*: Wording has been changed.	
Comment: It was not clear that the graphic is reference sensitive and represents our navigation. It needs to be highlighted that the map is interactive. *Adjustment*: An animated gif has been created.	

Table 3: Usability study – Adjustments graphic

Adjustments – Links

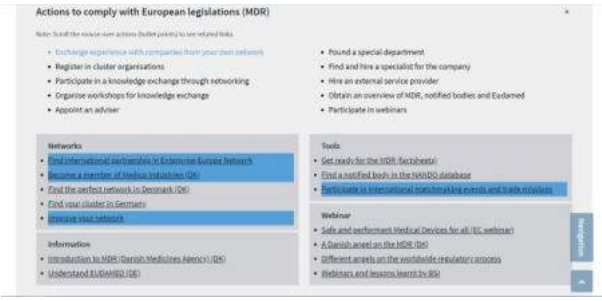
Usability Test	Roadmap - Adjustments
Comment: Links are not clearly recognizable as links. *Adjustment:* All links are underlined.	
Comment: Behaviour of the actions: when the user moves the mouse over the individual actions, they are displayed like a link, although it is not possible to click on them. *Adjustment:* Actions change colour when you move the mouse over them. The corresponding links in the boxes are highlighted.	

Table 4: Usability study – Adjustments links

Adjustments – Chapter

Usability Test	Roadmap - Adjustments
Comment: The introduction text in the chapters distracts the user from the actions. *Adjustment:* The chapter intro has been moved and combined into a separate section after the action part with the wording: "Background information on …"	
Comment: Wording - should be adapted to make it easier for the user to recognise whether the information is for a Danish or a German company (e.g. Actions for funding... for companies in Denmark...) *Adjustment:* The wording for the actions of the healthcare system and the funding has been changed.	
Comment: Like the links and the feature with the marking when scrolling the mouse over. However this have to be guided e.g. "Scroll the mouse over actions to see related links". *Adjustment:* A small notice was included before the actions with the following wording: " Note: Scroll the mouse over actions (bullet points) to see related links."	

Table 5: Usability study – Adjustments chapter

Adjustments – Various

Usability Test	Roadmap - Adjustments
Comment: Downloads - maybe mark them with a PDF sign	The team has decided not to implement this suggestion, since the interactive part of the roadmap is improving the tool.
Comment: Cookie Policy - is this really necessary?	The cookie policy is generated by the project website and not by the individual roadmap page. Therefore, this change cannot be made.

Table 6: Usability study – Adjustments various

4. Evaluation with Survey

After the adjustments from the usability study an evaluation with an online survey was performed. This survey focused on the content. In the survey usability and the relevance of knowledge was both evaluated. A standardised questionnaire for surveys on the strategy/roadmap was developed and converted into an online survey in 3 languages.

In total 21 participants from 18 companies took part in the survey, of which 14 participants completed the survey in full.

In general, the participants found the roadmap understandable, useful and that the wording of the sections was easy. The participants also confirmed the market entry barriers. See print screens of the online survey in annex 6.2 and the response in the figures 1-4 below and written answers in annex 6.3.

How understandable was the content?

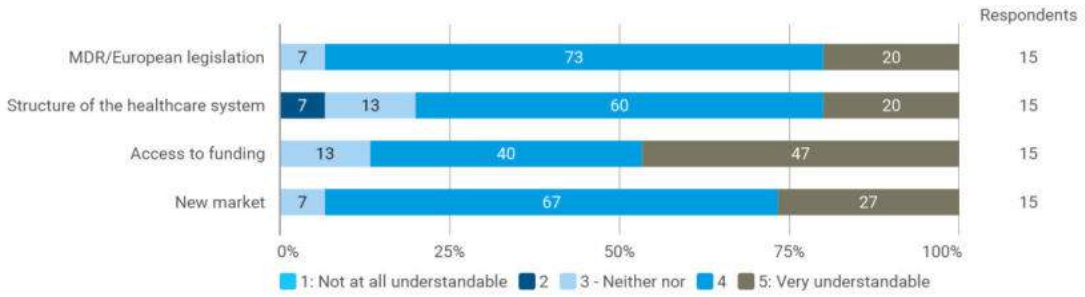


Figure 1: Online survey – How understandable was the content?

How useful was the content?

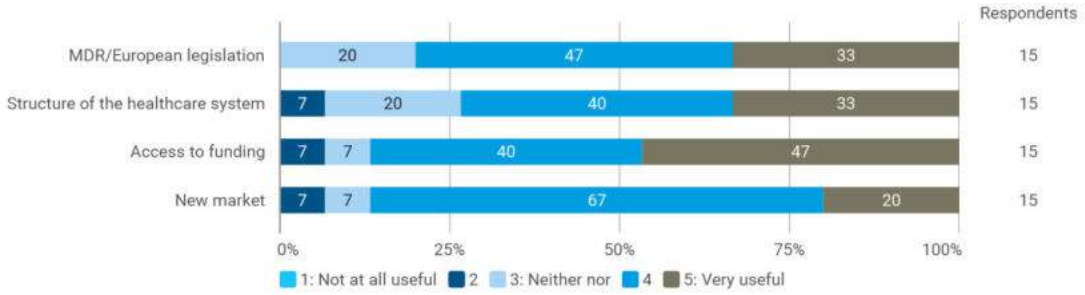


Figure 2: Online survey – How useful was the content?

How was the wording of the sections?

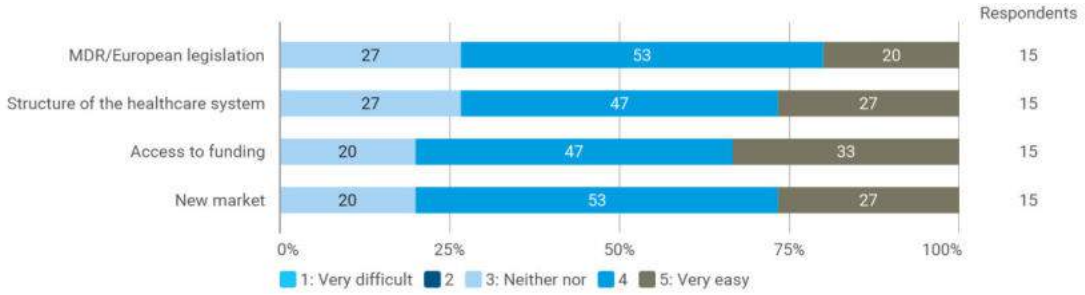


Figure 3: Online survey – How was the wording of the section?

The actions in the Roadmap were also found useful and relevant, especially the feature of highlighting relevant links according to the mouse over an action. This feature is mentioned to be very user friendly:
Scroll-over funktionen er fremhæver den relevante links er meget blæret og meget brugervenlig. Indhold på links er af meget høj kvalitet. Godt med sprogkode ud for hvert link.

How useful did you find the actions?

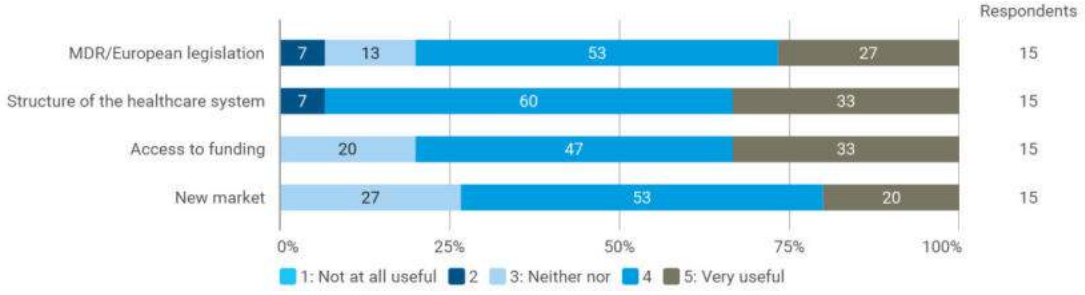


Figure 4: Online survey – How useful did you find the actions?

Did the Roadmap meet your expectations?
Would you consider using the Roadmap in your company as a support tool?
Would you recommend the Roadmap to others?

Most of the participants in the survey would also like to use the roadmap later and recommend it to others.

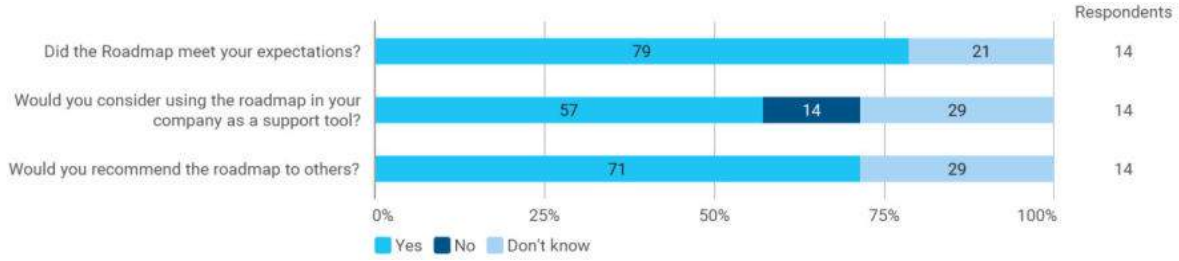


Figure 5: Online survey – Did the Roadmap meet your expectations? Would you consider using the Roadmap as a support tool? Would you recommend the Roadmap?

In the comments it was mentioned that case studies could add value to the roadmap, this is in the pipeline for implementing. It is planned to use the pilots for the case studies.

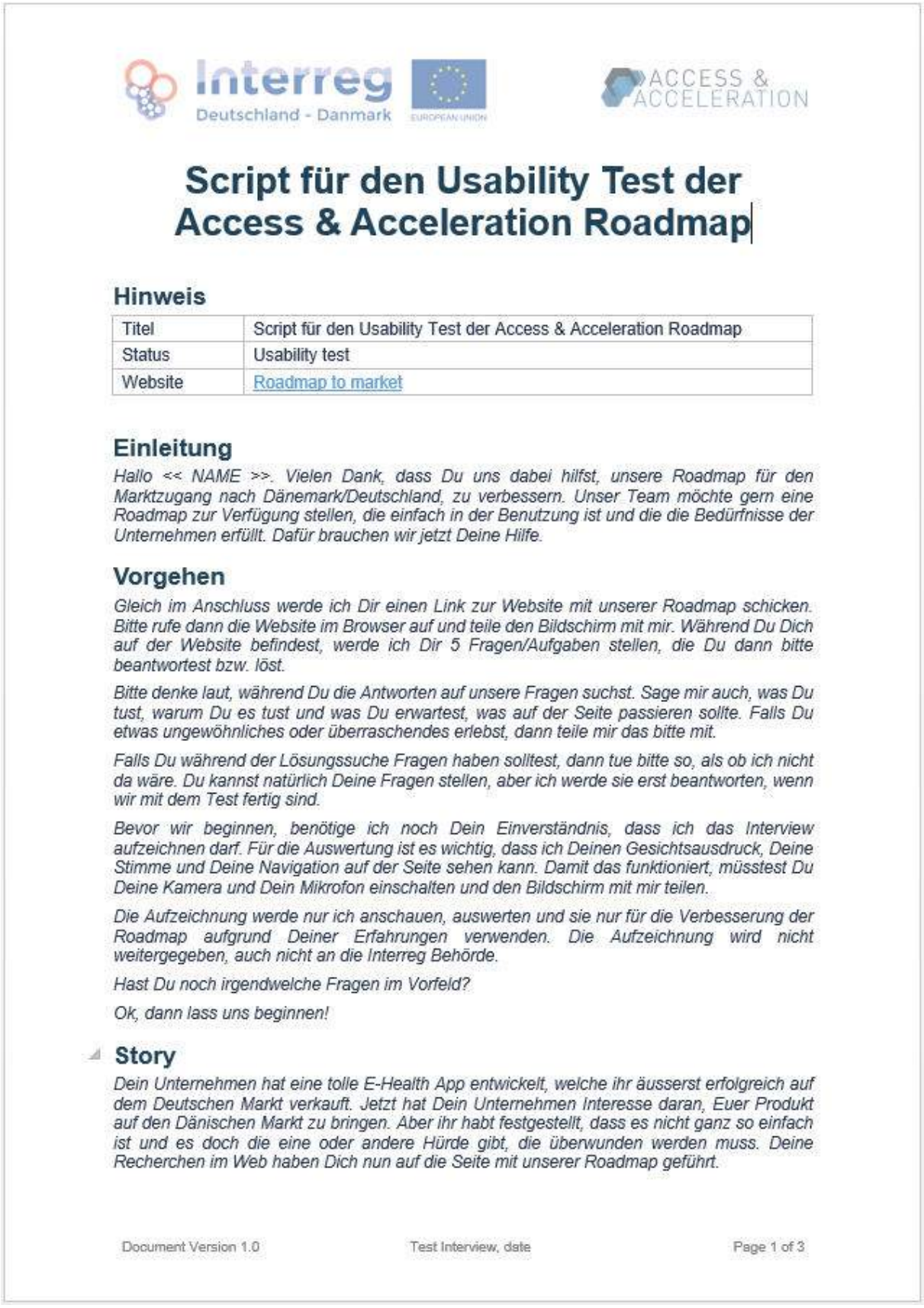
5. Conclusion

Based on the usability study and the survey the content of the roadmap is finalised, with the add on of the case studies. The participants in the evaluation found the content and user interaction useful and valuable, furthermore most of the participants would use the roadmap later and recommend it to others.

It is notoriously difficult to access the Danish and German markets for healthcare products with new technological solutions and it is especially hard for SMEs that do not possess the necessary knowledge and market insight to enter the healthcare industry. The Roadmap is a useful tool for companies who wish to enter the Danish or German healthcare market with their innovative product(s) or service(s).

6. Annex

6.1. Script for the usability test of the Roadmap – German Version



Interreg Deutschland - Danmark

ACCESS & ACCELERATION

Script für den Usability Test der Access & Acceleration Roadmap

Hinweis

Titel	Script für den Usability Test der Access & Acceleration Roadmap
Status	Usability test
Website	Roadmap to market

Einleitung

Hallo << NAME >>. Vielen Dank, dass Du uns dabei hilfst, unsere Roadmap für den Marktzugang nach Dänemark/Deutschland, zu verbessern. Unser Team möchte gern eine Roadmap zur Verfügung stellen, die einfach in der Benutzung ist und die die Bedürfnisse der Unternehmen erfüllt. Dafür brauchen wir jetzt Deine Hilfe.

Vorgehen

Gleich im Anschluss werde ich Dir einen Link zur Website mit unserer Roadmap schicken. Bitte rufe dann die Website im Browser auf und teile den Bildschirm mit mir. Während Du Dich auf der Website befindest, werde ich Dir 5 Fragen/Aufgaben stellen, die Du dann bitte beantwortest bzw. löst.

Bitte denke laut, während Du die Antworten auf unsere Fragen suchst. Sage mir auch, was Du tust, warum Du es tust und was Du erwartest, was auf der Seite passieren sollte. Falls Du etwas ungewöhnliches oder überraschendes erlebst, dann teile mir das bitte mit.

Falls Du während der Lösungssuche Fragen haben solltest, dann tue bitte so, als ob ich nicht da wäre. Du kannst natürlich Deine Fragen stellen, aber ich werde sie erst beantworten, wenn wir mit dem Test fertig sind.

Bevor wir beginnen, benötige ich noch Dein Einverständnis, dass ich das Interview aufzeichnen darf. Für die Auswertung ist es wichtig, dass ich Deinen Gesichtsausdruck, Deine Stimme und Deine Navigation auf der Seite sehen kann. Damit das funktioniert, müsstest Du Deine Kamera und Dein Mikrofon einschalten und den Bildschirm mit mir teilen.

Die Aufzeichnung werde nur ich anschauen, auswerten und sie nur für die Verbesserung der Roadmap aufgrund Deiner Erfahrungen verwenden. Die Aufzeichnung wird nicht weitergegeben, auch nicht an die Interreg Behörde.

Hast Du noch irgendwelche Fragen im Vorfeld?

Ok, dann lass uns beginnen!

Story

Dein Unternehmen hat eine tolle E-Health App entwickelt, welche ihr äusserst erfolgreich auf dem Deutschen Markt verkauft. Jetzt hat Dein Unternehmen Interesse daran, Euer Produkt auf den Dänischen Markt zu bringen. Aber ihr habt festgestellt, dass es nicht ganz so einfach ist und es doch die eine oder andere Hürde gibt, die überwunden werden muss. Deine Recherchen im Web haben Dich nun auf die Seite mit unserer Roadmap geführt.

Document Version 1.0 Test Interview, date Page 1 of 3

Fragen

Frage 1	Einleitung zur Roadmap
A	Wenn Du die Einleitung zur Roadmap liest, verstehst Du wofür sie genutzt werden soll?
B	Wenn die Antwort A "Nein" lautet: Welche Informationen vermisst Du?
C	Wenn die Antwort A "Ja" lautet: Bitte erkläre doch ganz kurz wofür die Roadmap verwendet werden soll.
D	Kannst Du mir noch etwas mehr dazu sagen, warum Du diese Antwort gegeben hast?
E	Auf einer Skala von 1 (sehr schwer) bis 5 (sehr leicht): Wie leicht oder schwer war es für Dich zu verstehen, wofür die Roadmap verwendet werden soll?

Frage 2	Die interaktive Roadmap
A	Du schaust Dir die interaktive Roadmap an, weil es für Dein Unternehmen schwer ist, eine Finanzierung zu finden. Wonach hältst Du Ausschau?
B	Hast Du etwas Nützliches auf der Roadmap gefunden?
C	Auf einer Skala von 1 (sehr schwer) bis 5 (sehr leicht): Wie leicht oder schwer war es für Dich diese Information zu finden?

Frage 3	Netzwerk für Funding
A	Wir haben Massnahmen (Actions) definiert, die dem User dabei helfen sollen, bestimmte Markteintrittsbarrieren zu überwinden. Wenn Du nach einem Netzwerk suchst, welches Deinem Unternehmen mit Funding/Finanzierung helfen könnte, was wirst Du als nächstes tun?
B	Fandest Du die Bezeichnung der Links hilfreich?
C	Auf einer Skala von 1 (sehr schwer) bis 5 (sehr leicht): Wie leicht oder schwer war es für Dich den richtigen Link auszuwählen?

Frage 4	Informationen über den Deutschen/Dänischen Gesundheitsmarkt
A	Du willst ein paar allgemeine Informationen über den Dänischen Gesundheitsmarkt. Wie gehst Du vor?
B	Auf einer Skala von 1 (sehr schwer) bis 5 (sehr leicht): Wie leicht oder schwer war es für Dich die Information zu finden, nach der Du gesucht hast?

Frage 5	Abschlussfrage zur Website
A	Wir würden Dir gern die bestmögliche Erfahrung mit unserer Roadmap geben. Fandest Du unsere interaktive Roadmap nützlich?
B	Kannst Du mir noch etwas mehr dazu sagen, warum Du diese Antwort gegeben hast? Was findest Du gut an unserer Website?
	Was mochtest Du nicht so sehr?

C	Auf einer Skala von 1 (uninteressant, langweilig, unmotiviert) bis 5 (sehr interessant, aufregend, motivierend): Wie langweilig, uninteressant oder spannend, interessant würdest Du unsere Website mit der Roadmap beurteilen?

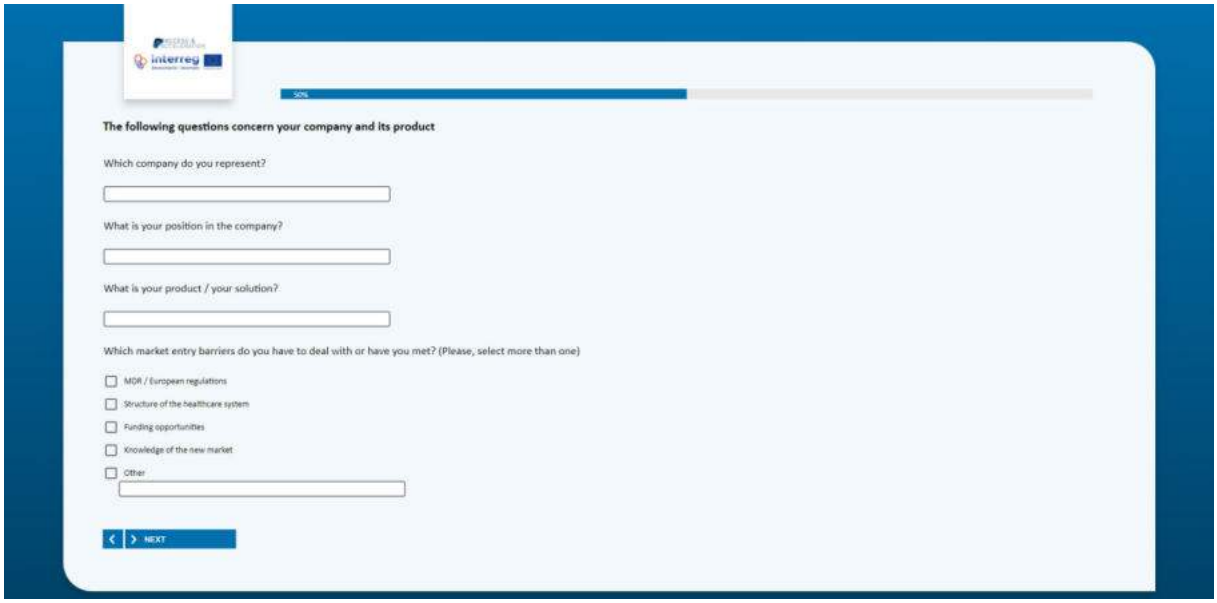
Frage 6	Frage zum verwendeten Bildschirm
A	Hast Du die Roadmap auf einem Laptop oder auf einem grösseren Bildschirm angesehen?

Abschliessende Bemerkungen

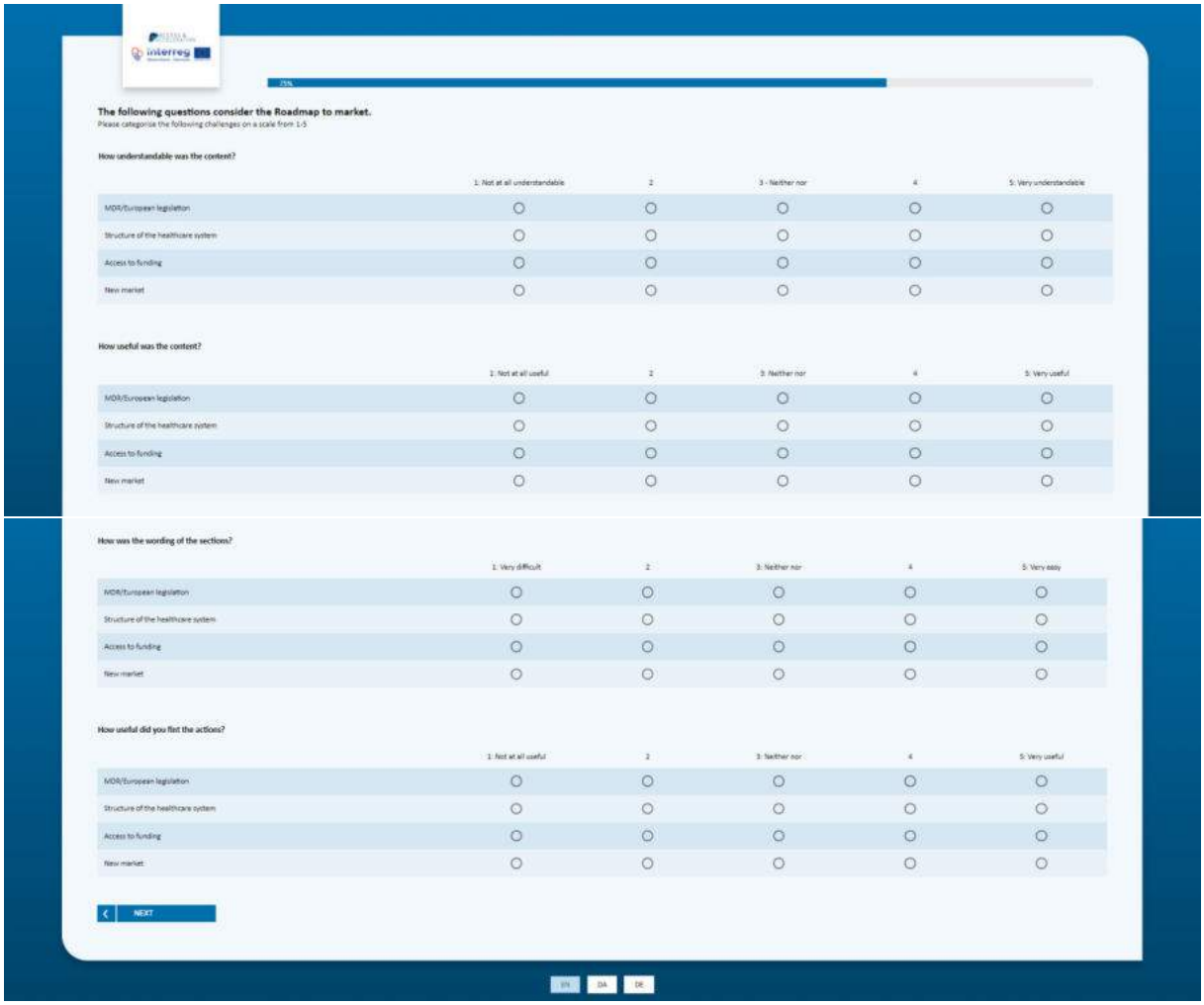
Hast Du noch irgendwelche Fragen, die ich Dir beantworten kann?

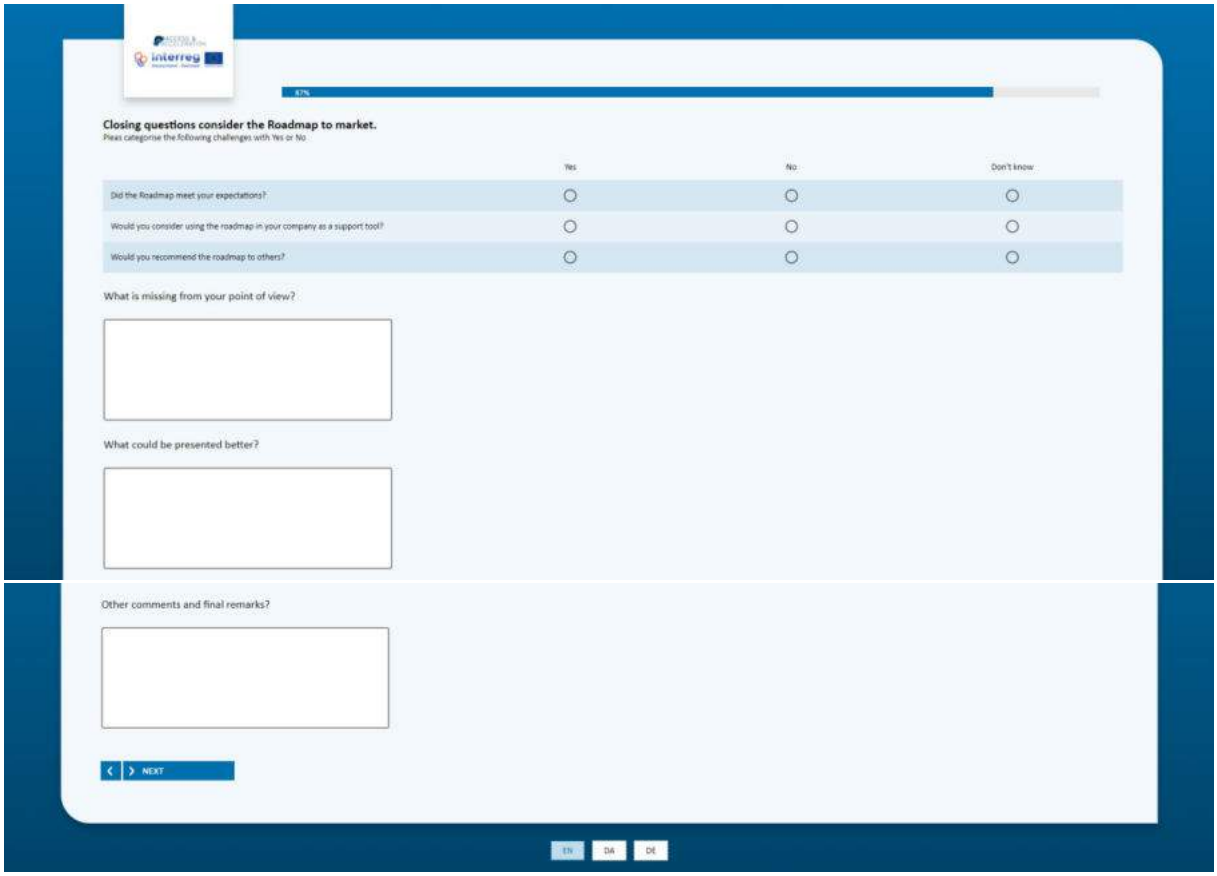
Vielen Dank nochmals! Dein Feedback ist sehr hilfreich für unser Team und unsere weitere Arbeit an der Roadmap. Jetzt können wir einige von Dir genannte Dinge anpassen und das wird unsere Roadmap eindeutig verbessern.

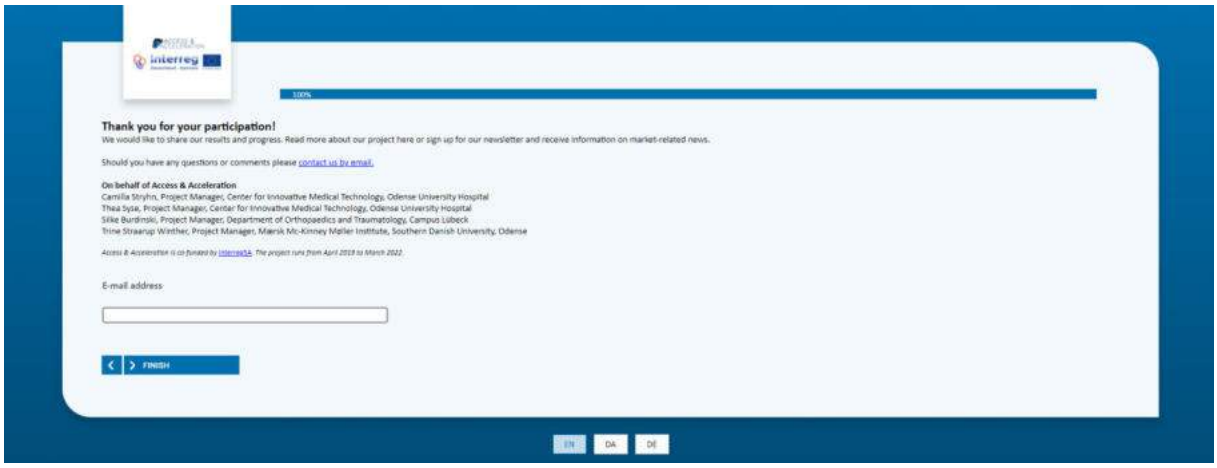
6.2. Online survey for the evaluation of the Roadmap



To answer the following questions please open, read and learn to use the Roadmap to market.
You will find the Roadmap on the following link: https://accessinnovation.eu/roadmap.html
ACCESS & ACCELERATION
Interreg
Deutschland - Danmark
Welcome to the Access & Acceleration Roadmap!
3. Funding of international activities
2. Structure of the healthcare system
NEXT


The following questions consider the Roadmap to market.
Please categorise the following challenges on a scale from 1-5
How understandable was the content?
1: Not at all understandable
2
3 - Neither nor
4
5: Very understandable
MDR/European legislation
Structure of the healthcare system
Access to funding
New market
How useful was the content?
1: Not at all useful
2
3: Neither nor
4
5: Very useful
MDR/European legislation
Structure of the healthcare system
Access to funding
New market
How was the wording of the sections?
1: Very difficult
2
3: Neither nor
4
5: Very easy
MDR/European legislation
Structure of the healthcare system
Access to funding
New market
How useful did you find the actions?
1: Not at all useful
2
3: Neither nor
4
5: Very useful
MDR/European legislation
Structure of the healthcare system
Access to funding
New market
NEXT
EN
DA
DE


Closing questions consider the Roadmap to market.
Yes
No
Don't know
Did the Roadmap meet your expectations?
Would you consider using the roadmap in your company as a support tool?
Would you recommend the roadmap to others?
What is missing from your point of view?
What could be presented better?
Other comments and final remarks?
NEXT
EN
DA
DE


Thank you for your participation!
We would like to share our results and progress. Read more about our project here or sign up for our newsletter and receive information on market-related news.
Should you have any questions or comments please contact us by email.
On behalf of Access & Acceleration
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6.3. Written answers in the online survey for the evaluation of the Roadmap

- Which company do you represent?

- Veranton Holding
- VAC Consulting
- Rocketlane Medical Ventures GmbH
- Hedia
- O2matic
- Kompan A/S
- Fraunhofer IMTE
- em-tec GmbH
- Hanse Medizintechnik
- Hanse Medizintechnik
- 5E
- VAC
- VAC
- ropca
- Hjemmeplejen
- CAI-X (Hospital og Universitet)
- Copenhagen Business School
- Odense Universitetshospital
- Ærø Kommune og Region Syddanmark
- Cellari
- Schülke & Mayr GmbH

- What is your position in the company?

- CEO
- CEO
- CEO
- CCO
- CBDO
- Controller
- Wissenschaftlicher Mitarbeiter
- Sales Manager
- Geschäftsführung
- Geschäftsführer
- Byggeleder
- CEO
- CEO
- udviklings chef
- Social og sundhedsassistent
- Daglig leder
- Graduate Student
- Chefkonsulent
- Fælleskoordinator
- CEO
- Vertrieb

- What is your product / your solution?

- Konsulent
- Trading af Elektronisk Hardware
- www.uroletics.com -> App und Gesundheitsplattform

- Diabetes Platform
- Robot til automatisk iltbehandling
- Park- og legepladsudstyr
- Medizinprodukte
- Flussmessung in der Medizintechnik
- Mobilisationsstühle
- Mobilisationsstühle
- Styring af totalentrepriser
- Consulting
- Consultancy
- medicinsk udstyr
- Sygepleje og Sevice til borgere
- Forsknings- og innovationsudvikling
- No product
- Robot- og robotteknologi løsninger til sundhedsvæsnet
- offentlige ydelser
- Hardware, AI models, and medical approvals for pathology and real time applicatsion such as colposcopy and endoscpy
- Infektionsprävention durch Desinfektion / Antiseptik / Dekolonisierung von Erregern
    - What is missing from your point of view?

- Ich hatte mehr praktische Informationen erwartet. In der Roadmap habe ich mehr eine Linksammlung gefunden.
  Für ein Unternehmen ist ein bürgernaher Flyer zur Funktionsweise des Gesundheitssystems weniger hilfreich, als Zahlen, Daten und Fakten; bspw. wie viele Krankenhäuser gibt es, wie viele OP-Säale, Intensivbetten, wie viele ambulante OP-Zentren, etc.
- Måske nogle eksempler på succeshistorier fra relevante virksomheder/partnere. Erfaringer omkring hvordan man ikke skal gøre ville også være værdifulde.
- Links to lægemiddelstyrelsen for registering a company a a medical device manufacturer.
    - What could be presented better?

- Mehr entscheidungsrelevate Zahlen und Fakten aufnehmen, evtl. eigenen Content hierzu erstellen.
- Der måtte gerne være mere grafik/farver og/eller billeder i de tre hovedafsnit - det bliver lidt gråt og farveløst, hvilket ikke er så inspirerende til at fortsætte med at læse.

  Forslag. F.eks. kunne afsnittene med fakta om DK og DE være et landekort ikon
    - Other comments and final remarks?

- Scroll-over funktionen er fremhæver den relevante links er meget blæret og meget brugervenlig. Indhold på links er af meget høj kvalitet. Godt med sprogkode ud for hvert link.

Key facts

- Total budget: 2.9 million Euros
- Around 1.7 million Euros funding granted by Interreg Deutschland-Danmark
- Project duration: April 2019 – March 2022

Project partners

- Centre for Innovative Medical Technology (CIMT)
- Danish Life Science Cluster
- Kiel University, Institute for Innovation Research (Technology Management)
- University of Lübeck, Clinic for Orthopaedics and Trauma Surgery (University Hospital Schleswig-Holstein), Campus Lübeck
- University of Southern Denmark, Mads Clausen Institute
- University of Southern Denmark, Maersk Mc-Kinney Moller Institute

Network partners

- Business Development Agency Kreis Plön GmbH
- Exoprosthetic network.SH
- Hochschule Flensburg
- Kalundborgegnens Erhvervsråd
- KiWi, Kiel Economic and Structure Development Corporation
- Life Science Nord Management GmbH
- ScanBalt
- Sorø Erhvervn, Sorø Kommune
- Syddansk Sundhedsinnovation
- Sydvestjysk Sygehus, AK- og Tromboseklinikken