

A proposition for the market introduction of the AiDx assist

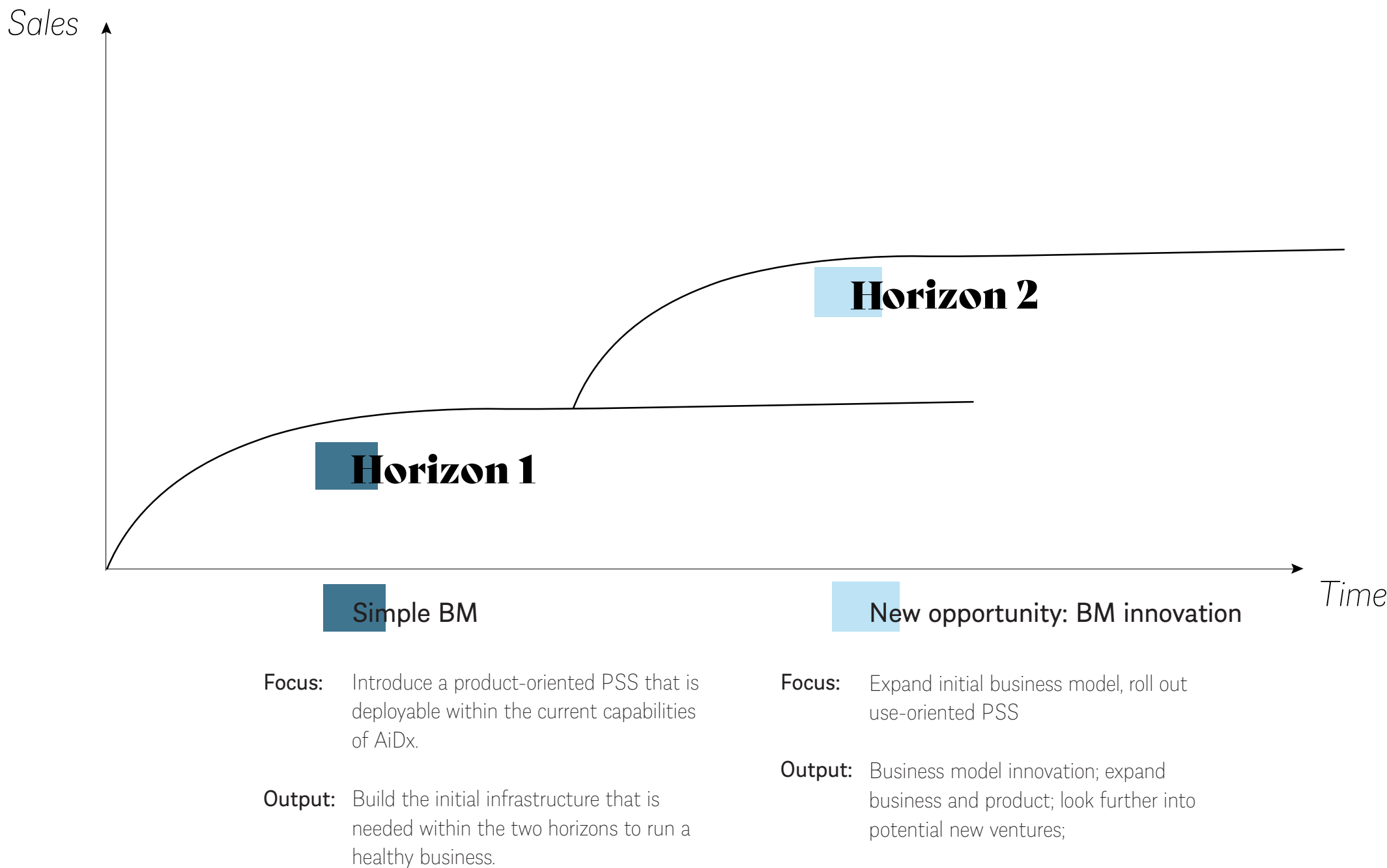
...an automated diagnostic device
for the scope of Nigeria

Design challenge

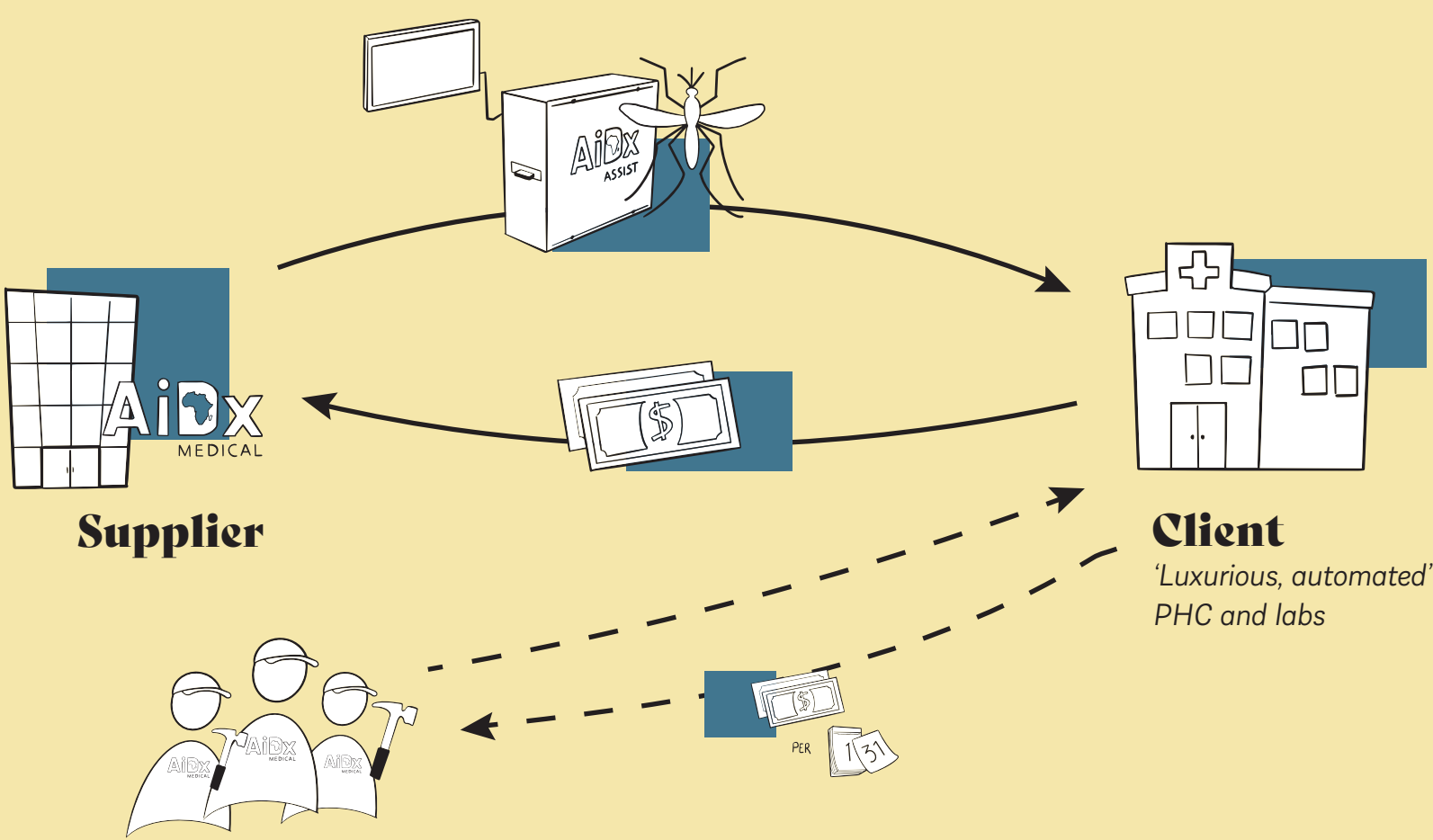
Within this project the challenge has been to find a viable and desirable positioning, in the form of a PSS, for the AiDx assist. From the perspective of AiDx this PSS is preferably built around a lease structure, so that AiDx has a steady income stream. The AiDx assist enables automated microscopy for malaria, blood count and more, through image tracking and machine learning. AiDx is a for-profit company, thus a sustainable positioning has to be introduced to be able to sustain as a company. Within the project answers are sought to the question; which client segment to target with the device; what the PSS consists of and how the organisation of AiDx has to transform to deliver the service elements that are incorporated within the designed PSS.

Opportunity space

Research and validation within the scope reveals that the demand for the device differs per type of health care provider. Primary health clinics (PHC) and labs seem to be the best fit for the product, since they perform most malaria diagnostic tests and other basic diagnostic tests that the AiDx assist will be able to perform. Within this scope it's important to differentiate between PHC/ labs that currently have automated devices as a standard in their clinic and small, basic clinics who are mainly using manual methods. For automated labs a malaria-only diagnostic device is the preferred option. However there is no interest in an use-oriented PSS within this client segment, due to the fact that they prefer owning their diagnostic devices out of profit maximisation reasons. A multi-diagnostic device with an use-oriented PSS works best for the small/ basic labs. A malaria-only device is no viable option for this client segment, but when also including blood count diagnostics it becomes a desirable option. However, this client segment can't afford the machine out-of-pocket, thus a lease model is recommended.



Horizon 1



Product-oriented PSS

This concept revolves around the model of outright sales. The AiDx assist is delivered to the client with the option of a repair service on a subscription base.

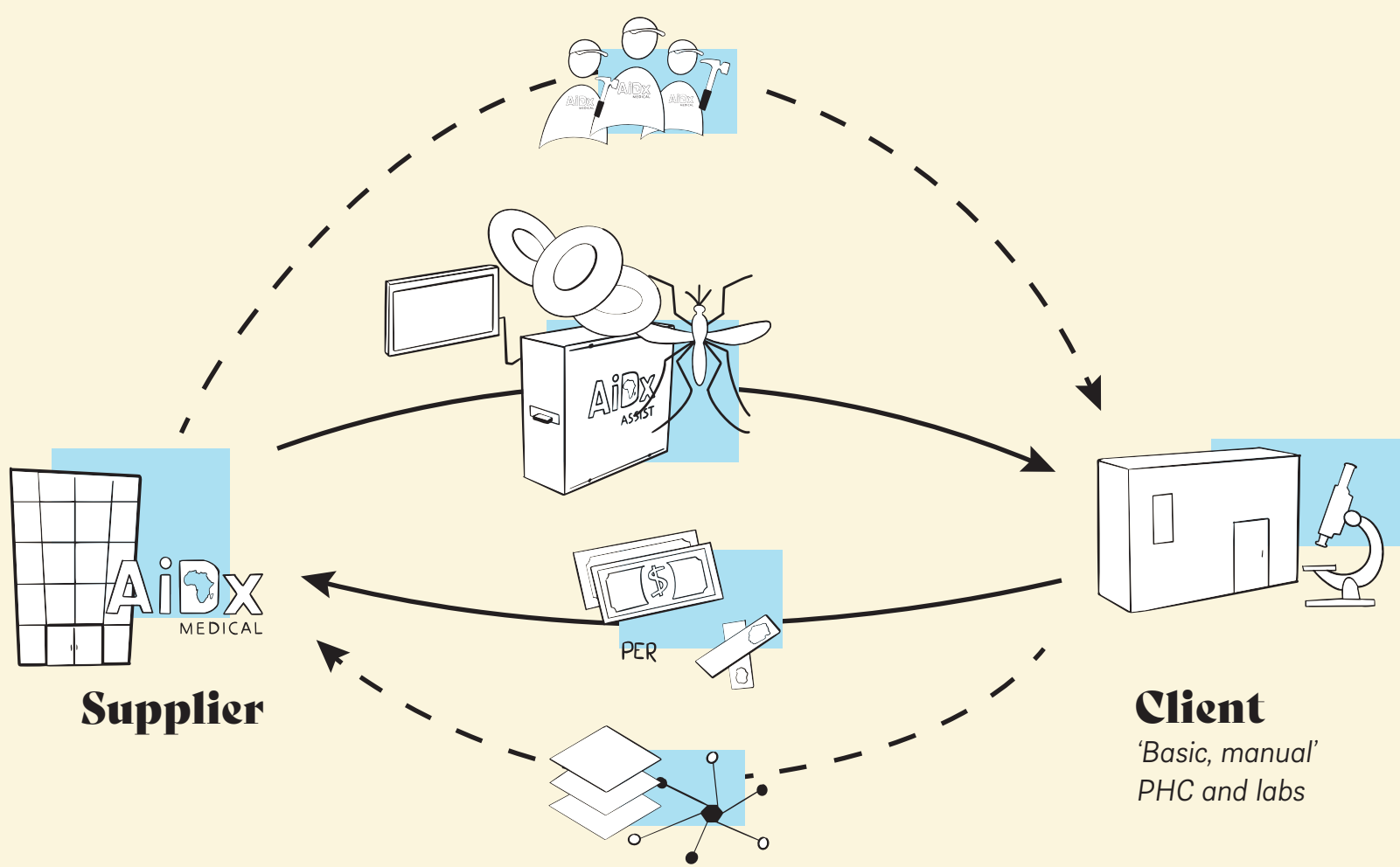
Build infrastructure

Within horizon 1, investments need to be made into the local infrastructure and the organizational structure. Besides building an office, hiring local mechanics and investing in equipment, AiDx needs to build a distribution network, and expand their employees with a business designer and sales manager.

Promotion and sales

AiDx should make use of the USP of the device for this particular client segment. The automated devices reduces the chance of human errors, this improves the sensitivity and specificity of the test. Also, no pathologist is needed to perform the test, this time can be spend on other tests. All in all a more desirable and viable option compared to gold standard microscopy.

Horizon 2



Use-oriented PSS

This concept is based on a pay-per-test paymodel. Per malaria test the client is charged 125 NGN, for a blood count test the price is 250 NGN. AiDx remains the owner of the device. Therefore, repair and maintenance is the responsibility of AiDx. Data is an important asset within the model, both to keep track of the performance of the device as the amount of tests that are performed by the client.

Product and organization

To be able to implement this type of PSS, AiDx especially has to make changes to their device. It needs to be able to also perform a differential blood count test next to the diagnostics of malaria. Also the infrastructure should be build around data transfer of the single devices to a central platform. Besides investing into the device they will have to build onto the existing infrastructure to make it ready for the proposed business model innovation.

Revenue model

The initial costs of this PSS are high, investors are needed to initiate this particular PSS. The ROI is many times longer than within the model in horizon one. A calculation has been made for this PSS that 197 devices must be leased for a whole year to break-even.

Promotion and sales

AiDx should emphasize in their promotion material on the advantages of automatised of diagnostic tests. Also the paymodel could be used as an USP, since it's close to how PHC/ labs are currently charging their customers.

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