



New Product Development & Beta Testing

Accelerate Your Success with Gaylord's Guidance

With our history of innovation, the researchers at Gaylord's Milne Institute for Healthcare Innovation - coupled with our nationally renowned physicians, therapists and clinicians - are the agile and insightful partners your brand can use to take your product to the next level.

Gaylord's flexible solutions can help you succeed.



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Beta-testing

Gaylord experts will evaluate, validate and refine your concepts, and give feedback on prototypes for the clinician-user interface and therapeutic considerations.

"Gaylord was instrumental in beta-testing our product in a timely manner. Their team was able to deploy our device, test it in a healthcare setting, and provide careful statistical analyses within weeks."

-Peter Kahn, CEO, Quantum



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Research Studies

Gaylord can leverage our unique patient populations (Spinal cord injury, traumatic brain injury, stroke, pulmonary, orthopedics and medically complex cases) and clinical expertise to run short and long term effectiveness studies.

"The Gaylord clinical team provided comprehensive feedback on the module, were easy to work with, and were truly consummate professionals."

-Joe Hidler, CEO, Aretech



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Administrative Feedback

Let us help you optimize your product for market with value-added, actionable insights on pricing, ROI, marketing and more with individual interaction with our executives.

"Gaylord takes a holistic approach to articulating the value proposition offered to patients and provided deep clinical and economic insights for us as we prepare for the US introduction of our transformative therapy."

-Scott Grant, VP, Phagenesis, Inc.

Why Partner with Gaylord?

Gaylord Specialty Healthcare is uniquely qualified to help build your product's reputation, generate value, and increase your company's ROI. Our clinicians are among the best in their field and can provide invaluable feedback based on their expertise and hands-on clinical experience.

Gaylord's healthcare system inhabits a unique space which spans the long-term acute care hospital (think rehabilitation hospital that is able to accommodate significant medical morbidity) to outpatient services.

Within these settings, we have the ability to work with specific, challenging populations unique to rehabilitation. Specifically, our patient population ranges from orthopedic injured weekend warriors, post-acute stroke, brain injury, spinal cord injury, and other complex medical conditions like ventilator dependence and wound care. Our well known experience and long history of research in these settings have been extremely useful to numerous start-ups and corporations.

Let us help you today.

Turn over for more information

Collaboration Examples

Working within the restrictions of non-disclosure agreements, below are descriptions and examples of the workflow past collaborations in beta-testing, research, and administrative feedback.

Beta-testing

Beta-testing for product solutions or interventions can be provided via group feedback session or, clinician survey. For a **group feedback session**, multiple clinicians are gathered and a structured interview session is conducted on a product. For example, these sessions can ask: what are the potential failure points in a clinical environment for a novel toilet device; what are key user features on a novel dressing aide; what infection control and disinfection issues does the device present; and what are the human cost-as-time expenditure of a novel bed surface?

Clinician surveys capture expert feedback similar to group feedback sessions, providing a higher volume of responses, however, due to the nature of the surveys, this feedback may be more generalized. If you are looking for quick information and feedback, this may be a favorable option. testing. A combination of beta testing, surveys and group discussions have been used determine various metrics such as: the ease of use for a measuring device in the clinical setting; number of potential patient populations and diagnoses in which a transfer aide can be used; user experience with digital health; and time savings with mobility aides.

Research

Compared to beta-testing, research studies, or clinical trials, test a hypothesis to compare your product or intervention to an appropriate control, leading to more robust industry accepted data. This involves a formalized process requiring IRB (i.e. ethics committee) approval, structured planning to ensure the best study design, incorporation of appropriate end outcomes to show the effect of your product or intervention, and estimations of the time and planning needed by Gaylord's Milne Institute to achieve said data collection and analysis. Once analyzed, this data can then be presented at national conferences or compiled into a manuscript for peer-reviewed submission and publication.

For example, past research collaborations have sought to: test if a new feature on a robotic is superior to the base features or standard of rehabilitative care; determine how a products or intervention can be implemented with unique LTAC patient populations; evaluate

spinal cord injury specific interventions; and expand a prior data sets for use in case arguments. In some cases, beta-testing (e.g. surveys or implementation testing) can be expanded into a research study.

Administrative Feedback

Administrative feedback often takes the form of structured, one-on-one discussions with one of our senior leaders. Discussions can range from end user feedback and information on return on investment, marketing data and graphics, likely user groups, key opinion leaders to interact with, or examples of industry data.

Past examples of such discussions include use case discussions of a novel device for the LTAC setting; use case of a new form of therapeutic resistance in outpatient therapy; feedback on device-user interfaces, expected resistance to acceptance in the field, and rationale behind purchasing decisions with the creators of various digital health, transfer and bed devices.

References available upon request

About the Milne Institute for Healthcare Innovation

The Milne Institute conducts research and develops evidence-based practices and applied technologies which have the potential to change lives around the world by leveraging Gaylord's expertise in the care of brain and spinal cord injuries, complex strokes, amputations, and pulmonary diseases. The Institute provides a collaborative, multidisciplinary environment for dedicated researchers to work with Gaylord's team of clinicians while partnering with corporations and foundations to conduct and disseminate data-driven research.

The Milne Institute is led by Executive Director Peter Greveling, PT, MSPT, NCS, and Medical Director, David Rosenblum, MD, a Gaylord physiatrist with nearly 30 years of research experience including with the Spinal Cord Injury Model System.



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