



AORN Works Provides End User Feedback to Speed Product Development

“We instantly realized a high level of comfort because the focus group facilitator understood the business of surgery and spoke the language.”

Whitney Products, Inc., a family-owned designer and manufacturer of laboratory products and disposable surgical instruments, has served the medical community for more than 20 years.

Whitney’s innovators believe that combining convenience with affordability results in products that ultimately promote patient safety. For the lab environment, Whitney makes durable disposable biohazard management systems. For the O.R., Whitney makes plastic, disposable curettes to safely remove bone cement during orthopedic surgery.

Seeking end user feedback before moving forward with a prototype for a new product, Whitney contacted AORN Works because of its symbiotic relationship with AORN. AORN Works was able to quickly bring together a focus group of perioperative professionals to provide the insight necessary for successful product development.

Whitney, a small manufacturer that is somewhat isolated from its customers, wanted to move quickly on product development, but needed to ensure that their new concept resonated with their customer base.

AORN Works conducted qualitative market research by moderating a focus group with an expert facilitator who immediately understood the goals of the research and spoke the language of the attendees.

“AORN Works brought the invaluable expertise we needed. There are a number of market research firms in our area, but we really felt comfortable with the AORN Works team and their expertise in the perioperative field.”

Whitney applied the research results in time to accommodate the new production schedule.

**Barbara Mott
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