Portfolio Expansion

Beginning the journey from “of” to “with” by designing to the customer
Safety Syringes and Anti-Needlestick Devices in Orthopaedic Surgery

Sustained Healing of Second-Degree Burns

Clinical Outcomes of Corrective Osteotomy for Bilateral Recurrent Malunion in the Femur

Parathyroid Hormone

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Transforming from the business of a journal to a business with a journal
Tackling the Challenge

• Small team – CEO, Chair of Trustees, EIC, Assoc. Publisher, Bus. Dev., Marketing

• Worked hard and fast – 8 weeks total time from initiation to final report
## Covering the Spectrum

### Who
- Surgeons
- Residents
- Fellows
- Nurses
- Primary care physicians
- Physiotherapists
- Patients

### Where
- Maine
- New York
- Iowa
- Boston

### What
- 100+ ideas
- 22 prototype concepts
- A dozen initial prototypes
Please:
No food, drink or smoking.
Thank you
Insight – Design – Strategy

• Customer insights gleaned from interviews, observations, research, synthesis, and iteration
• Design refined through a process of concept generation, prototyping, and user testing
• Strategy informed by insights into business evolution, strategic vision, and implementation plans
Insights Galore

- Users and needs
  - The road from theory to evidence
- The modes of information consumption
  - How the current product fits into those modes
- The importance of organizing information
- The role of personal interactions
- Print and digital intersections
We’re Not Done Yet!

• One idea abandoned
• One idea “on hiatus”
• One idea under active development
• One enhancement under active development
• Other initiatives underway
• Business initiatives established and functioning
Was It Worth It?

- User-centered design is expensive and time-consuming
- Knowing your customers reduces risk
- Customer knowledge helps strategy development
- Knowing what to do and knowing how to do it are not the same thing
  - Technology options, business model options are separate initiatives
- Initiatives have potential for a strong ROI
Time’s Up!

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