



## **Guiding principle the key to developing the MADSEN OTOflex 100**

Throughout the two-year development process, the members of the GN Otometrics project group had a specific guiding principle in their work to create the MADSEN OTOflex 100. The project group described their vision 26 months ago:

“This new portfolio will thrill our customers by meeting their known and unknown needs, by being dramatically different in its approach to solutions and by having a unique and uniform design. It will definitively consolidate our position as the market leader against whom all other market players will be benchmarking themselves.”

The process of developing the OTOflex was a driver in the GN Otometrics integration process, as this is the first product the company has developed since the integration of Madsen, Danplex/Rastronics and AuditData – the three Danish companies – with Hortmann of Germany and ICS Medical of the US.

“The project set the framework for how we will work together at GN Otometrics, because we drew not only on the overall experience available in the five businesses, but also on the knowledge of our employees in all the functions involved. At the same time, everyone knew that we were aiming to create a platform solution that would go further than just creating a single groundbreaking product,” says GN Otometrics President Michael Brock.

“That’s why we set up a project group across the entire integrated organization, and it included development people, technicians and salespeople. Right from the start, we got the group members to

adopt a holistic-responsibility approach to developing the new product. We also involved people from OlymPeak Coaching, because their background as top athletes meant that they had experience from proactively defining visions, goals and values and in team building,” says Brock.

In the integration process across all the functions and former company structures, we succeeded in creating a unique product, and at the same time both GN Otometrics and the participants built valuable experience both in terms of which solutions are ideal for follow-up in the future and on what can be done better or differently. In short, experience for future innovation.

As part of the development process, the group members wrote an article about how they thought the new product would be received. The title was “GN Otometrics Revolutionizes the Market.”

“Now, two years on, we are seeing that our customers’ enthusiastic response is almost what the group described back then. The OTOflex offers new and different features and, although it is designed for middle-ear diagnostics, we expect to apply the philosophy behind the device to other diagnostic applications as well. For example, the computer software was also designed to handle other products in

diagnostic audiology,” says Brock.