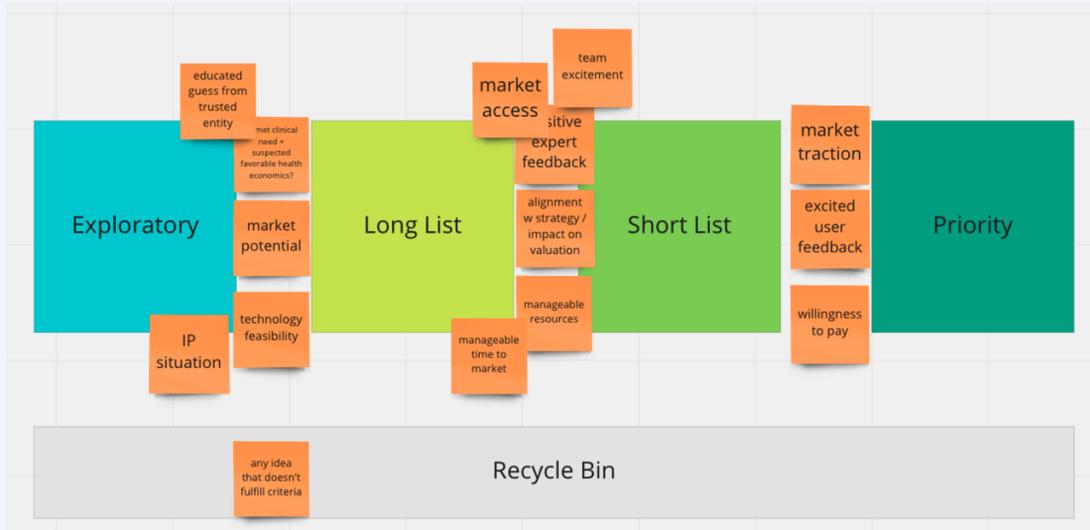


# Three Tips for Effective Use Case Management

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Tools like the use case management canvas provide vital guidance for effective use case management.

Managing use cases effectively is harder, and much more time-consuming than most people think. This poses a huge problem for the prioritization of R&D, regulatory, and go-to-market strategy of ventures. It often leads to poor product-market-fit, clinical trials that investigate an irrelevant endpoint, and other issues which are costly and difficult to fix.

After having worked with dozens of ventures in the health technology space on the subject, I'm thus happy to herewith summarize the process I have evolved over time. Hopefully, this will shed some light on the subject and help ventures navigate it more effectively!

## What is a use case?

**Oxford Languages** defines a use case as „a specific situation in which a product or service could potentially be used.“ The example provided reads "there are lots of use cases for robotic hardware, from helping disabled users to automating factories“.

Use cases for X are thus „situations where X could be used“. This, however, doesn't necessarily inform us about the specific goals of its use, nor does it necessarily provide enough relevant contextual information. For example, whether you use a diagnostic tool for clinical decision support at a GP practice, or for operational purposes within a hospital, maybe a different use case. Hence, I like to state all use cases in the following way:

*Who, does what, with what goal?*

If you can answer this question concisely, and for every use case, then you're off to a good start.

### **Tip #1: Evolve use cases over time**

Once you start mapping use cases, you will realize that granularity increases over time. The use case „clinician administers X to the patient in order to avoid complications“ may thus become „advanced practice nurse in intermediate care administers X to the patient suffering from [INDICATION 1] in order to reduce complication rate below [critical value].“ This is fine. Don't overthink it - you start with general statements, and as you have more and more conversations and collect ever more contextual information, you will evolve your use cases until they become detailed enough for your purpose.

### **Tip #2: Define action items**

You will want to define clear action items or „buckets“ for all of your use cases. By putting a use case into a specific bucket, it should become clear to you what has to be done in order to reach a „evolve, park, or kill“ conclusion. At the very least, you need the following 3 distinct buckets:

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- exploratory use cases; in here, you put every idea whatsoever that you haven't looked at in detail yet
- prioritized use cases; this is the bucket for use cases that are worth your money and time, and
- recycle bin; in here you put everything that you looked at but didn't make the priority list for one reason or another

You can evolve this structure to include additional categories, such as „long list“ or „short list“, etc. - but the goal remains the same: At every point in time, you want to know what to do with each use case - no matter whether it is prospective or already exists!

### Tip #3: Specify consistent selection criteria

Selection criteria help you make informed, consistent decisions. They are the filters you want to apply to pass the use cases through and weigh them among each other. Examples of filters could include „IP feasibility“, „technology performance“, or „match with team vision“. The filters you define should be relevant to your application, and the more relevant a certain filter is to your venture, the sooner it should be applied. For example, if you place a strong emphasis on improving patient outcomes, the criterion „high unmet clinical need“ should be applied early on, to make sure clinically incremental use cases never make your priority list.

I recently had the pleasure to talk to a VP of digital health at a major pharmaceutical giant and asked him about how they prioritized the huge array of use cases they had to juggle. His answer was the following: „In the end, it all comes down to three things: unmet clinical need, health economics, and time to market.“ I find it very insightful that this complex topic can be put so simply!

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## Conclusion

- Managing use cases effectively is a tremendously important task. Done poorly, it will waste resources and effort. Done right, it will become a crucial input variable for your R&D, product, and go-to-market road map.
- Your use cases will evolve over time, and their level of detail will go up. That's perfectly ok!
- The important thing is that at all times, you know about each and every potential or existing product use case whether to evolve, prioritize, or park it.
- The criteria to come to this decision should be selected according to your specific project. The more a selection criterion is, the sooner and the more strictly it should be applied.

*Any questions or comments? Very happy to read from you!*

*Would you like to get access to our free use case management canvas, or other tools specifically developed for health technology commercialization? Then book a free introductory session with us [here](#).*

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