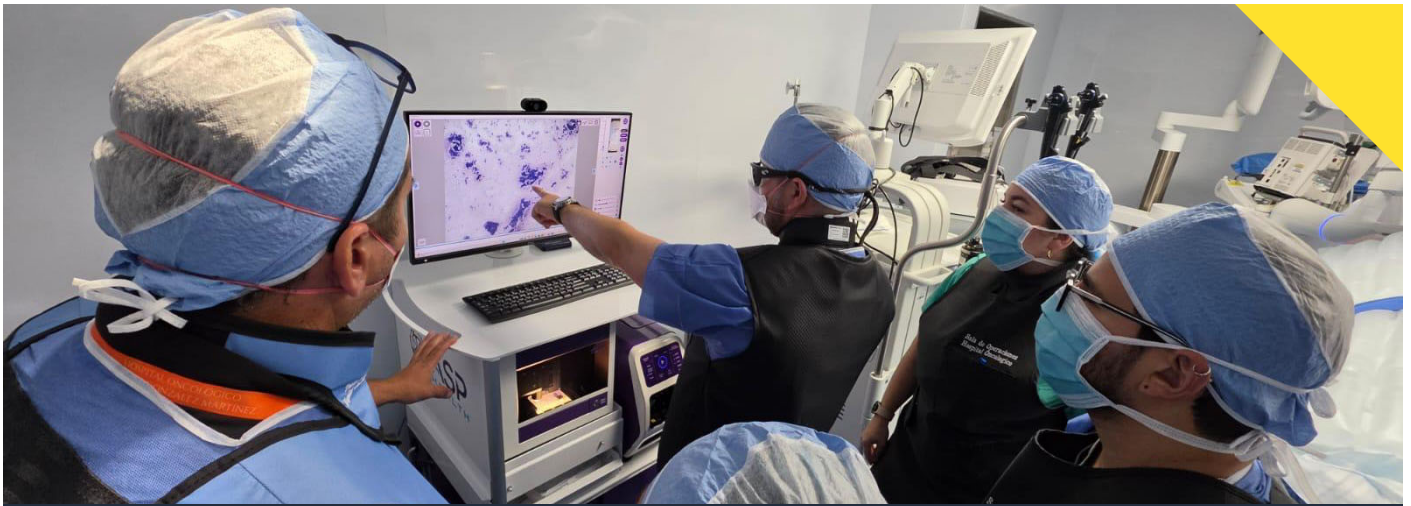


CASE STUDY · HEALTHCARE · CUSTOM MOBILE WORKSTATION

Test Before You Scale: The FirstFit Framework in Healthcare



The ROSE Mobile™ cart at the point of care, holding ASP Health's ROSE Prep™ and ROSE View™ systems.

CUSTOMER SNAPSHOT

Customer

ASP Health, Inc.

Headquarters

Northbrook, IL

Focus

Automated point-of-care cancer diagnostics

Solution

ROSE Mobile™ cart, 24" x 24" x 60"

Results At A Glance

<7 mo.

concept to
deployment

3

prototypes built

1

power connection,
24" x 24" footprint

- ASP Health Inc. brought its ROSE Mobile™ cart to market in under seven months to deployment.
- Purchase orders from multiple customer sites before the first carts were completed.
- Validated the solution in a real-world healthcare environment.
- Aligned the solution with user needs.
- Created a clearer path to scale based on real-world experience.
- Accelerated the path from concept to solution through collaboration on design, manufacturing, and deployment to move the idea forward.

Could a different workstation approach better support this workflow? It's a simple question. Finding the right answer isn't always as easy. When healthcare organizations are bringing a new concept to life, they need a way to move from ideas to reality without losing sight of what happens in the real world. Here's what one medical device organization achieved by bringing an extension of their product line to market.

THE CUSTOMER

Meet ASP Health, Inc., an early-stage medical device company focused on developing innovative automated solutions for point-of-care cancer diagnostics. Headquartered in Northbrook, IL, their solutions serve multidisciplinary clinical teams in diverse hospital environments, supporting more connected and efficient point-of-care workflows.

ROSE (Rapid On-Site Evaluation) is a point-of-care diagnostic method used during Fine Needle Aspiration (FNA) or biopsy procedures. From ASP Health's perspective, "We wanted to create a true end-to-end solution platform to bring together our automated sample preparation system (ROSE Prep™) and remote imaging solution (ROSE View™).

THE CHALLENGE

The ROSE workflow requires multiple technologies and supplies—including consumables, microscope slides, and reagents—to work together efficiently at the point of care. ASP Health's deep understanding of clients' workflows informed their concept decisions. If the unit could move and operate efficiently in these already time- and space-constrained areas, it would break new ground by supporting rapid on-site evaluation in operating rooms and suites.

With these goals in mind, ASP Health chose First Products over multiple other domestic and international companies as its manufacturing partner to bring the solution to market.

THE SOLUTION

Building From the Ground Up: From Design to Deployed in Under Seven Months

01 Discovery

FirstFit™ Framework

02 Design & Develop

CODESIGNLive™ sessions

03 Deploy

First cart to a customer

01 Discovery

As their first step, the First Products and ASP Health teams began the first phase of First's internal FirstFit™ Framework. In this discovery phase, the teams thoroughly examined this unique cytology and pathology workflows' constraints, required hardware components, ancillary tools, and supplies. This discovery phase covered the hospital clinicians' typical operating procedures, how they currently accessed tools, and what the end product needed to accomplish in the intended environments.

The prospective cart needed to include the following:

1. An articulating monitor post designed to hold a monitor via a standard VESA mount; a 24" or larger HD monitor, containing a camera, microphone, and speakers.
2. Design aesthetics must reflect the ASP Health brand and look as good as it performs.
3. A small footprint due to space constraints in hospital operating rooms and suites.
4. A main, large work surface designed to hold the keyboard and mouse, for writing on slides, or holding supplies.
5. Below the work surface, custom-designed spaces for the ROSE Prep™ and ROSE View™ to securely hold the devices and allow easy transitioning of slides from the Prep to the View.
6. Rear access for clean cable management, access to the power switch, and visible regulatory labeling of devices.
7. A medical-grade power strip to manage all devices was housed internally. This allowed for only 1 power cord to be plugged in while both devices, the computer, and the monitor were in use.
8. Strategically placed side handles and the use of directional casters allow for easy maneuvering of the cart.
9. A multi-purpose pull-out surface was added to the side of the cart for writing or, when flipped over, to hold materials.
10. A single pull-out drawer designed to hold extra products for use during a procedure, such as consumables.
11. A double-sliding door, two-level storage cabinet to hold other equipment or supplies such as extra reagent bottles.
12. Space to place the computer that operates the microscope and monitor, large enough to hold small or mid-size tower computers, and designed for proper ventilation.
13. Discreet and thoughtfully designed cable management throughout the different levels of the mobile cart.
14. A robust, foundational base for this solution ensures stability and mobility without worry about performance or clinician fatigue when in motion.

ASP Health envisioned bringing all these specifications into a full ROSE workflow together on a single compact mobile workstation; one that could be brought to the point of care, powered through a single connection, kept consistently stocked, and ready for use.

ASP Health's thoughtful approach to discovery highlighted a key component of their success: a willingness to validate new approaches and make

informed decisions rather than default to the way things have always been done.

Their deep understanding of their customers made for productive sessions mapping workflows, environments, and technology ecosystems with the First Products team, helping them anticipate where design would impact every part of the process.

02 Design & Develop

Once discovery was complete, the teams began First's CODESIGNLive™ sessions, a collaborative design process where ASP Health and First engineers began designing in real-time.

“Working with the First Products team was highly collaborative and responsive. Their communication, design iteration process, and build quality were excellent. It was impressive to visit the company to meet the team in person, review their facility, and better understand their quality processes, which aligned with our design and deployment goals.”

Alex Bluestone, Lead Engineer, ASP Health

The final design brought the 24" x 24" x 60" ROSE Mobile™ to life, a true end-to-end solution platform, containing ASP Health's ROSE Prep™ and ROSE View™ equipment, a computer, a mounted monitor, and all the specified equipment and supplies. It came together exactly as envisioned.

ASP Health's initial concerns about the unit's maneuverability and height were dispelled when they interacted with and inspected the fully functional prototype onsite at First's facility. Their concept proved that the final unit would perform as intended once their devices, equipment, and supplies were integrated into the cart as their proprietary ROSE Omni™ solution.



The 24" x 24" x 60" ROSE Mobile™ in an operating suite.

03 Deploy

From design to deploying the first cart to a customer, ASP Health brought its ROSE Mobile™ cart to market in under seven months.

First worked with ASP Health to build three prototypes that prospective customers could test and that ASP Health could market. ASP Health knew it was the right time to grow ROSE Prep™ and ROSE View™, but they needed a fully designed solution. With First’s rapid deployment process, they used high-end, compelling visuals of the unit to show interested customers before building a single cart. When their first customer came on board, First

coordinated transportation logistics and helped the ASP team prepare the first unit for pickup and transport across the state to the customer site.

To date, early customer experience with ROSE Mobile has been positive, with initial feedback confirming that maneuverability and unit height were not issues. The ROSE Mobile Cart performs as designed, with customers saying it looks great, is high quality, and integrates effectively into their workflows.

First Product’s FirstFit Framework is designed to meet teams wherever they are in the production stage, whether building prototypes to validate the concept or rolling out large deployments, and it offers real-time insights for future growth at every step.

THE RESULTS

Validate Before You Scale: Proving Healthcare Solutions in Practice

PROOF OF CONCEPT

With any innovation, the point of care is a critical proving ground. ASP Health gave its customers’ multidisciplinary clinical teams something they hadn’t had before: a centralized workstation that equipped every team using it with everything they needed to complete procedures efficiently and effectively. The ROSE Mobile Cart meets all of ASP Health’s pre-project criteria:

The build quality and appearance exceeded expectations.	The configuration fully supports ASP Health’s systems and necessary technology.	The unit fits the actual workflow.	Clinicians use it as intended, and customers consistently respond positively to the cart’s appearance and integrated design.	The ROSE Mobile™ concept is ready for scaling.
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“Combining our devices into a purpose-built mobile workstation has significantly strengthened prospective customer interest as well, generating more engagement, inquiries, and follow-up outreach. We look forward to iterating the design and expanding our inventory.”

The ASP Health team

Getting A Concept to Market Quickly Is Important. Getting the Right Concept Matters Even More.

For ASP Health, like other organizations bringing a new idea to market, the goal was to navigate the path from concept to execution with confidence, and without losing momentum. Speed to market was essential, but never at the expense of thoughtful design or meeting real-world needs.

First enabled ASP Health to bring their ideas to life through its FirstFit Framework in under seven months. With a clearer, more confident route through a collaborative process that connects discovery, design, manufacturing, and deployment, ASP Health has created a purpose-built solution designed around the realities of space-constrained procedure environments.

Lessons learned? **Move quickly. Learn early. Scale with confidence.** Because the best ideas deserve a clear path from concept to reality.

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