

RESEARCH. EXCELLENCE.

Market Research for Pharma, Medical Devices and MedTech

Experience – Insights – Direction

HEALTHCARE PROFESSIONALS **RX,TX & OTC**



USABILITY

Ethnographic Research

Real World Research

Mystery Research

Participant Observation

Customized Research

QUALITATIVE

Indepth Interviews

Focus Groups

Workshops

Online Focus Groups, Online Diaries

Moderated Online Forums

Qualitative Research with mobile devices

PATIENTS /
CARE GIVERS



HEALTHCARE STAKEHOLDERS (PAYORS, KOLS)



QUANTITATIVE

Medical Devices

CATI, CAPI, F2F, Online

Combination of Research tools

Multivariate Analysis



Medical Technologies





