

Medical Device Research Examples

Market Share Defense Study

- ✓ Qualitative IDIs and quantitative online surveys with interventional radiologists, interventional cardiologists and vascular surgeons to estimate the demand impact of a competitor's new interventional device

Positioning Research

- ✓ Qualitative interviews with Endocrinologists, PCPs and Diabetes Educators to refine positioning of a diabetes glucose monitor and manufacturer support



Price and Messaging Study

- ✓ Online surveys with Physicians, Nurses and Office Managers to assess the impact of price and messaging on interest in a new injection device

Market Opportunity Study

- ✓ Online surveys with Ophthalmologists to assess interest in a newly designed eyewash station system and attitudes towards eye care emergencies

New Device Assessment

- ✓ Quantitative online surveys with PCPs, PEDs, Allergists and Pulmonologists to assess awareness and perceptions of a new asthma therapy device