



Selected Experience in the Healthcare Industry

- Market study to evaluate the acceptance of new application concepts for female contraceptives and to identify the applications with the highest potential.
- Business Intelligence Study with endocrinologists on growth hormone research.
- Conducted medical device testing among diabetics for product usability testing of a new insulin pump.
- Conducted online medical recruitment study with rheumatologists and dermatologists in Austria.
- Conducted over 30 in-depth interviews with very high level executives at hospitals who make the decision in hospital renovations or new construction.
- Conducted focus groups about a dentist treatment unit.
- Conducted medical device testing in the USA for a new dialysis medical device.
- Conducted low-incidence recruitment for critical care medical professionals.
- Conducted focus groups with office-based dentists to evaluate new concepts.
- Market entry study to determine the feasibility and efficiency of a new type of therapy used in cardiology.
- Business Intelligence Study of consumers using pen needles to treat diseases like diabetes.
- Recruited and interviewed several patient segments to elicit their opinions as to the viability/usability of different insulin delivery devices.
- Recruitment for target group of diabetics to elicit insight on insulin therapy.
- Conducted in-depth interviews of patients with hearing loss to provide insight for hearing aid manufacturer.
- Qualitative interviews with neurologists to test various new concepts.
- Conducted focus groups and in-depth interviews with urologists to evaluate new treatment options for BPH (Benign Prostatic Hyperplasia).
- Developed market research program to aid in the branding of new Botox products.
- Recruited patients who underwent refractive eye surgery to provide product recommendations and suggestions for post-operative dry eye.
- Conducted focus groups with doctors and patients in New York City.
- Conducted study on insurance medical coverage, with half of the participants being pregnant women.
- Conducted interviews with women regarding hormonal oral contraceptives
- Interviewed hospital workers and nurses via online surveys
- Conducted interviews with top doctors and key opinion leaders at top clinical research centers for Head and Neck Cancer
- Conducted a mystery shopping study at bioscience conferences in Switzerland and Kansas City, Missouri.
- Conducted interviews with Neurologists to test 3 ad concepts
- Conducted a study on a BPH (enlarged prostate) product concept
- Conducted a study to determine what drives the perception of pharmaceutical companies within different company stakeholders
- Conducted a study to determine key insights into use of patches for Alzheimer patients for increase marketshare.
- Conducted a study to test advertisement and messages for transplantation business.

- Conducted a study on eczema in Spain.
- Conducted market trend and market response survey for face massagers.
- Conducted interviews with local doctors to support product placement and brand positioning of a medical product in the Russian market.
- Conducted 20 IDIs with cardiology specialists in respective local language in Turkey, Russia, Japan and several EU-countries.
- Conducted recruitment and provided facility rental for an extended-term compliance research study for a new dialysis medical device via in NYC
- Conducted IDIs about a rare disease with specialized physicians in several European countries.
- Workshop sessions to explore experiences of the surgery and perceptions of dry eye treatments in USA, Germany, India.
- Tested creative adverts and messages for transplantation business in US, Turkey, Brazil, South Korea and several EU-countries.
- Conducted interviews with care givers who are currently caring for patients using certain patches.
- Conducted IDIs with specialized physicians in Austria.
- Conducted a business and market intelligence on basic functional ingredients in the USA.
- Surveyed the European market environment for the market introduction of a new medical device.
- Conducted In-depth-interviews to explore all aspects a manufacturer has to be aware of when diabetic children use a pen.
- Conducted face-to-face interviews with diabetes patients using blood sugar meters.
- Conducted in –depth-interviews with Russian doctors to explore their position regarding cosmetic injection treatments.
- Recruited key opinion leaders for in-depth interviews about multiple scoliosis .
- Recruited physicians and patients for in-depth interviews about HIV medication.
- Recruited physicians for physician technology study.
- Conducted home visits and in home interviews with muscular degenerative patients who suffer from Sarcopenia or Cachexia.
- Conducted a large market assessment and competitive positioning in the US medical sector.
- Recruited physicians for qualitative research within New York area.
- Recruited key opinion leaders in the field of Multiple Sclerosis.
- Conducted interviews with government bodies in Brazil and Mexico regarding licensing application processes toward self-monitoring blood glucose devices.
- Conducted focus group study with diabetes insulin pump patients and diabetes educators in New York.
- Conducted market research and key informant interviews for leading healthcare devices manufacturer in Nigeria.
- Conducted market intelligence research and in-depth interviews of family physician CME market.
- Conducted usability study on medical device for treatment of diabetes in New York City
- Conducted Face to face and telephone interviews among Hepatitis C patients in the U.S.
- Conducted expert interviews among physicians in Poland to develop a deeper understanding of the Polish healthcare market.
- Conducted secondary research and telephone interviews to understand the VAC market.
- Conducted market intelligence study among medical professionals.
- Conducted market report in the United States, Russia, UK and Germany for micromotor handpieces and personal combination stimulators.
- Conducted in-debt interviews among physicians in Poland in order to get insight into their attitudes and treatment behaviors.

- Conducted a major market research project in order to determine a market entry strategy for a producer of nasal salines.
- Conducted in-depth interviews with haemophilia patients concerning the influence of their disease on their everyday life.
- Conducted study to understand liver disease and other disease indications in China.
- Conducted expert interviews among physicians in order to develop a deeper understanding of the Polish healthcare market.
- Conducted in-depth interviews among breast cancer patients.
- Conducted online survey for a nasal spray producer.
- Focus group study in order to determine best methods of communicating to targeted Medicaid populations.
- Conducted in-depth interviews familial amyloid polyneuropathy patients.
- Recruited retina specialists for phone interviews.
- In-depth study on competitors activities on the Chinese dental market for a major medical firm.
- Conducted market intelligence study for a clinical ventilator manufacturer on emerging markets.
- Conducted interviews among physicians that treat neutropenia.
- Recruitment of cardiologists across the United States for telephone interviews.
- Conducted interviews among patients suffering from Rheumatoid Arthritis.
- Conducted research towards the attitudes and treatment behaviors of physicians in Poland
- Conducted focus groups with Medical sales representatives.
- Conducted research study about the needs of patients with Rheumatology
- Conducted vitamin study
- Conducted Sage project study
- Conducted physicians/specialist study in Shanghai, Beijing and Guangzhou.
- Conducted a physician's interview research in 6 city's in China
- Conducted a research study regarding medical instruments sterile processing in Europe and Brazil
- Conducted a research study regarding employees of clinics that receive federal funding for HIV treatment.
- Conducted a in-depth interview study with healthcare professionals who purchase and use diabetes testing equipment
- Conducted a Migraine study in US, Japan, China, Germany, France and Brazil.
- Conducted a research regarding the attitude of adults towards vaccinations for adult.
- Conducted a research study regarding Haemophilia patients
- Conducted a research study regarding medical gloves in Latin America
- Conducted a research study with cancer patients who possess the BRCA mutation (in ovary and breast cancer)
- Conducted a study regarding Gaucher patients an physicians that treat Gaucher patients.
- Conducted a research study with patients who have undergone a lateral spine procedure.
- Conducted a research study regarding patients with Cystic Fibriosis in the US.
- Conducted a competitive study regarding the medical devices industry.
- Conducted a research study to gather the perspective of international orthopedic surgeons.
- Conducted a qualitative research study on pancreatic cancer.
- Conducted a medical research study regarding the minimization of hospital initiated infections
- Conducted interviews with plastic surgeons
- Conducted CATI study regarding wound care
- Conducted a qualitative research study regarding Rheumatoid Arthritis
- Conducted a research study regarding patients with HIV
- Conducted research study regarding patients with Chronic disease
- Conducted research study in Canada with Endocrinologists, Cardiologists, Respirologists and Allergists.

Sample of Clients in the Healthcare Industry

- 3M Medical Products
- Abbott Laboratories
- ACRP
- Alcon Laboratories
- American Academy of Family Physicians [AAFP]
- American Home Products
- Applied Marketing Science
- Arizant Healthcare
- Bayer AG
- Becton-Dickinson Company
- BioVid
- Boehringer Ingelheim
- Bristol-Myers Squibb
- Ciba-Geigy
- Covidien Respiratory and Monitoring Solutions
- Elf Aquitaine
- Eli Lilly
- Eumara
- Evestrel
- Glaxo Wellcome
- Hillenbrand Industries
- Hill-Rom
- Hoechst Marion Roussel
- Interleukin Genetics
- JGL
- Johnson & Johnson
- Kodak Healthcare Imaging
- Lifeforce Group Plc.
- Malaysian Rubber Export Promotion Council
- Martek Biosciences Corporation
- Medco
- Medtronic Inc.
- Merck
- Neuronix
- Nicholson Kovac, Inc.
- Nikkei America
- Novartis
- Novozyme
- Pfizer Corporation
- Pohl-Boskamp GmbH & Co
- Psychonomics
- Sandoz
- Scriplogix
- SmithKline Beecham
- Social Service Coordinators
- Sterling Winthrop
- Syntex
- TEVA
- Unomedical
- Warner-Lamber