



Ipsos Healthcare
The Healthcare Research Specialists

Ipsos Healthcare Medtech

Cutting edge insights for
marketers of medical devices
and technology products

Dedicated to researching the medical technology industry

Ipsos Healthcare's global team of medical technology specialists is focused on providing actionable insights to marketers of medical devices, technology, and diagnostics.

How do we do this? By using a combination of extensive industry knowledge, market-leading expertise and vast experience across developed and emerging markets.



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About the team

- Industry expertise: the medical technology team covers a wide range of industry areas, including (although not limited to): Medical Devices, Medical Imaging; Patient Monitoring; Clinical Diagnostics; Drug Delivery; Wound care; Cardiovascular implants and stents; Hospital Supplies and IT-Enabled Services.
- Research expertise: we have vast experience in qualitative and quantitative research approaches, along with specific expertise in key opinion leader research, payer research, commercial strategy and forecasting and human factors research.
- Global reach: with medical device experts across the U.S., EU and Asia Pacific, our extensive experience includes global research studies; with particular expertise in emerging markets.
- Resources: we have a dedicated healthcare fieldwork team which offers: superior infrastructure for global online projects; global online physician panels, CATI stations; IVR technology; a network of medical interviewers; and unparalleled access to all stakeholders in this key marketplace including hospital purchasers, C-Suite etc.

Addressing your business issues

Perhaps our most important differentiator is in our approach. We don't seek to provide a particular research solution, but to address your business issues. We have the knowledge and ability to determine the appropriate methodology to answer a broad range of questions, including:

- What are the unmet market needs?
- What are the opportunities for new product development?
- What is the commercial potential of my new product?
- Which features in the new product are most important?
- What do I need to do to optimize my product/concept?
- How is the brand faring in the market (relative to competition)?

- What is the value/volume of a market?
- What can I expect from the market upon entry?
- How can I forecast the sales volume of my new product?
- How can I better segment the market to ensure optimal positioning?
- What is the optimal price for my product?
- How satisfied are my customers?
- Will the customers remain loyal to my brand?

Get in touch

Our dedicated medical technology team can help you overcome your marketing challenges. To find out more, just contact: medtech@ipsos.com

About Ipsos Healthcare

Ipsos Healthcare is a global business focusing on research in the pharmaceutical, bio-tech, and medical device markets. It is also the leading provider of global syndicated patient chart studies covering over 20 different disease areas in over 20 countries. Operating in over 40 countries, the team of 600 healthcare market researcher experts, marketers and client-side brand-builders focus on delivering outcome-oriented research for its' clients. Drawing from a broad range of qualitative and quantitative techniques, Ipsos Healthcare offers custom and syndicated research programs to evaluate motivations, experiences, interactions and influence of stakeholders forming the multi-customer markets which increasingly drive business success in the healthcare industry.

