

HEALTHCARE INDUSTRY



Healthcare systems are under pressure all over the world, and share common challenges: aging populations, fiscal pressures and increasing patient expectations.

HEALTHCARE MARKET RESEARCH SOLUTIONS

The growth in the number of telecommunications devices around the world has continued steadily. New technologies and devices particular smart phones, are creating new customer touch points, better ways to present information and gather feedback.

The rise of emerging economies is changing as those markets become some of the largest healthcare markets worldwide. High growth emerging economies such as the “BRIC” countries are set to become major players in market size of their healthcare sectors.

In the past, healthcare market research and pharmaceutical studies placed an emphasis on the professional side of the industry — in particular through hospitals, professionals and physicians. Increasingly, market research is focused on patients and experience. This is in many cases due to the widespread information on health issues on the

internet, as well as deregulation of OTC medicines in some countries (reducing the need for prescriptions).

Patients are increasingly engaged in a learning and experiential process. They can also share their personal experiences on forums, blogs and through chats. For example, the increasing popularity of research methods such as “gamification” can appeal to customer motivations of achievement, competition, collaboration and learning.





We've worked with top names in all industries
on the way towards earning a reputation of
excellence in our over 30 years of extensive
marketing research experience.

Market Research | Leading business research,
insight and data solutions for strategic advantage.

We provide Qualitative and Quantitative Market Research
modus recusabo interestet. We employ multiple research
methods to assist you with your global growth strategy.

Strategy Research | We help you to get better
prepared to get good leads and convert them to
more sales.

We are experts in Competitive Intelligence, Lead Generations
Techniques, Market Research and much more.

Data Collection | SIS incorporates robust
quantitative statistical components with other forms
of information gathering to achieve our client's
research needs.

SIS International's analytics allow clients to enhance their
decision making by maximizing return and minimizing risk. As a
full-service market research and intelligence agency, our
specialists immerse themselves in our clients' needs and devise a
solution delivering complete market insights

Focus Group Facilities | Focus Groups and In-Depth
Interviews

With an in-house staff of trained recruiters and a national panel
of research participants, SIS is fully equipped to recruit a broad
range of consumer and B2B respondents.



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- 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.
- 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
- 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

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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-Lam