

WOMENS HEALTH INDUSTRY



SELECT EXPERIENCE IN THE WOMENS HEALTH INDUSTRY

SIS International Research has conducted numerous projects in the woman's healthcare market.

We employ qualitative research methods such as focus groups, in-depth interviews and ethnographic research. We also specialize in quantitative research in woman's health with online and telephone surveys. We also employ innovative research techniques in woman's health to engage our respondents over an extended period of time.





We have 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 interesset. 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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Comprehensive solutions for the Women's Health Industry

Quantitative Study on Female Contraceptives in the USA

- SIS conducted a study to evaluate the acceptance of new application concepts of female contraceptives and to identify the application with the highest potential.

Market, Distribution, and Promotion Study for Possible Market Entry of a Menopause Treatment in the US

- SIS researched on marketing and distribution strategies, as well as provided comparative analysis of existing menopause treatments in the USA. The study provided an outlook for the therapeutic segment as well as recommendations for the new entrant.

Market Intelligence Study of Female Sexual Dysfunction Treatments in the UK, Germany, Italy, Spain, France, and the USA

- SIS conducted a quantitative study of experts on Female Sexual Dysfunction (FSD) in Europe and the USA in order to assess the FSD treatment market. SIS also conducted female in-depth interviews on the key issues of sexual dysfunction.

Previously Conducted Projects Related to Infectious Diseases/Sexually Transmitted Diseases

- Market Assessment of HIV/AIDS medications in Malaysia and Australia
- Conducted a Quantitative study of

HIV specialists in the Miami, Los Angeles and New York to research the use of a new Protease inhibitor.

- Conducted focus groups with HIV specialists in New York.
- Market Intelligence study of the prescribing trends of physicians treating Hepatitis B & C markets and physician's use of pegylated interferons and anti-virals.
- Qualitative study with PCPs in Australia, New Zealand, Malaysia, Vietnam, Laos, Cambodia, Myanmar, and India focusing on treatment of fungal diseases.
- New Product Concept Testing for various cold and flu over-the-counter products.

Previously Conducted Projects Related to the Medical Device and Pharmaceutical Industries

- Qualitative and Quantitative research on the sterilization equipment markets in five major markets. Determined manufacturer's attitudes toward the acceptance of new technologies.
- Study on the market size, segmentation and pricing for CAT Scanning and X-Ray equipment in Thailand, Indonesia and Malaysia. The study involved in-depth interviews with hospitals, doctors, clinics, and government officials.
- Recruited users of ultrasound equipment in Europe.
- Quantitative study for purchasers of surgical needles in Europe.

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- Quantitative study in the USA and UK on a new pill dosing timer product.
- Recruited European scientists to determine their attitudes to specific laboratory equipment.
- Conducted focus groups with potential patients for joint and hip-replacement surgery to determine their potential use for a new hip-replacement device.
- Conducted focus groups assessing young children's attitudes toward using a new insulin pump.
- Qualitative Research study for the users of pH measuring equipment in the pharmaceutical market segment.
- Recruited physicians and technicians for an online panel to gain new insights on product development and technologies relating to diagnostic catheters and navigational mapping.
- Comparative Study of Treatments for Multiple Sclerosis in France, Germany, Italy, Spain, UK, and the USA
- Market Intelligence Study of Liver Fibrosis Treatments in the UK, Germany, Italy, Spain, France, and the USA
- Competitor Study and Market Assessment on Diabetes Medication in China
- Monitoring of a Drug Manufacturer of Insulin Treatment in China
- Market Assessment of Webinars for Long QT Prolongation in the US
- Competitor study of a pharmaceutical distributor of a cancer medication in Japan
- Market assessment for a chronic pain medication in India
- Competitor study of a pharmaceutical company manufacturing renal products in Korea