



the dd+p group

market research capabilities

dd+p group provides medical device manufacturers with primary qualitative, qual-quant hybrid and secondary market research as well as market opportunity assessments, competitive intelligence and data analytics. Our methodologies and reports provide actionable insights and recommendations to help you make the right decisions to drive growth, profitability, market share and, ultimately, better patient outcomes.



types of research

While our primary research skill sets are focused on qualitative insights, we often collect important quantitative data as well, at times allowing us to make statistically significant observations. We gather voice of the customer insights using in-depth interviews (telephonic or in person) and focus groups. We have mastered the art of rapid delivery qual-quant studies. Our offerings include, but are not limited to:

- brand awareness research
- concept testing
- conjoint analyses
- feature / attribute testing
- jobs / outcomes / constraints analyses
- key opinion leader / area expert panels
- positioning testing
- pricing research
- product preference ratio testing
- reimbursement / payer research
- scenario planning / war games
- usability studies
- user experience testing

our technology advantage

Our cutting-edge technology and real-world product simulations allow us to gather and assess high quality participant feedback and enable you to feel as though you are in the room, regardless of your actual location. We offer:

- direct, real-time interactions with the moderator and dd+p onsite support staff so you can ask follow-up questions and participate in session debriefings
- best-in-class, on-location or remote viewing allowing you to watch participants in real-time HD on your computer or tablet anywhere in the world
- infinite viewing angles and recording options customized close-ups of participant interaction with concepts, prototypes and existing devices
- on-line access to all videos

the dd+p difference

Years of experience working at medical device manufacturers provide many on our research team with a direct understanding of your needs. In fact, our moderators share this background and often bring it to bear during the interview sessions. The team is also well-versed in the perspectives of clinicians, patients, payers and hospitals. Collectively, these provide our clients with significant benefits and advantages:

- an intuitive understanding of your business case results in short ramp up time and on point research strategies
- well-defined and pertinent objectives ensure research clarity and direction
- carefully-crafted discussion guides drive answers to your critical questions
- breadth of moderator experience often yields unanticipated insights
- ancillary services such data analytics, market assessments using secondary research or evidence generation can add needed depth to conclusions and recommendations

about the dd+p group

The dd+p group is a strategic and tactical consulting firm providing business and commercialization services for medical device manufacturers. Services include market research, opportunity assessments, upstream / downstream marketing programs and analytics. The company's cross-functional expertise, flexible approach and fast project turnaround enable clients to pinpoint growth opportunities, gain actionable insights and increase work throughput. Corporate clients include Johnson & Johnson Vision Care, Ethicon, Verb Surgical, Medtronic, DePuy Synthes and GE Healthcare.

For more information visit www.ddp-g.com or call 513-769-2100.