

market research capabilities

The 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 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.

the dd+p difference

Our team is comprised of medical device marketing, business, engineering, clinical and regulatory experts, analysts, and statisticians. We're well versed in the perspectives of clinicians, patients, payers and hospitals. As a result, we understand the spectrum of our clients' needs and can address them more broadly than a typical market research firm. In fact, many of our clients ask us to provide ancillary services, such as market assessments using secondary research or evidence generation strategies to bolster outcomes and enrich the final report's conclusions and recommendations. Our moderators have years of experience in probing participants to get the answers to challenging questions.

types of research

While our primary research skill sets are focused on qualitative insights, we often collect important quantitative data as well, 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 experience includes, but is not limited to:

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



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:

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

about the dd+p group

The dd+p group is a healthcare consulting firm that provides strategic and tactical business and commercialization services to medical device manufacturers. These services include market research, opportunity assessments, upstream / downstream marketing programs and analytics. Our cross-functional expertise, flexible approach and fast project turnaround enables us to help clients pinpoint growth opportunities, gain actionable insights and increase work throughput. Our 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.