

market research services

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 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.



what we do

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

how we do it

- convention research
- customer panels
- focus groups
- hybrid qual-quant interviews
- ideation sessions
- individual in-depth interviews
- surveys

our technology

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're 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

why partner with dd+p

Years of medical device experience provide our market research team significant advantages:

- a very quick grasp of your business case
- deep understanding of the perspectives of clinicians, patients, payers and hospitals
- formulation of well-defined study objectives
- tight and focused discussion guides
- in-house moderators expert in medical device research

dd+p also offers ancillary services such as data analytics and market assessments using secondary research and / or evidence generation, helping you achieve your goals more quickly and efficiently.

about the dd+p group

The dd+p group is a business and commercialization consultancy providing strategic and tactical services for medical device manufacturers. These services include general business and marketing consulting, market research and data analytics. The company's multi-disciplinary expertise, seamless integration and adaptability 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, GE Healthcare and others.