



Case Study | Market Research



MDC Associates assists companies in the medical device, healthcare and biotechnology industries in formulating sound market strategies.

Market Research

MDC Associates' highly targeted and reasonably priced approach to Market Research enables clients to make sense of and capitalize on the many forces at work in their ever-changing and complex markets.



MDC Associates, LLC
www.mdcassoc.com

Our experience ensures your success.

Helping companies to better understand their markets can mean the difference between success and failure.

Success comes to those companies that work to understand their ever-changing market. Unfortunately, far too many companies underestimate the value of quality market research.

Market research does not need to be highly priced to be effective. MDC Associates' cost-effective approach offers clients affordable alternatives to costly research services and to pre-packaged reports that may not answer a company's specific concerns. MDC Associates assists companies in the medical device, healthcare and biotechnology industries in developing programs that best meet their needs and budgets.

With over 25 years of experience, MDC Associates' practical knowledge of the industries it assists with its Call Center services and Regulatory Guidance offerings allows it to design the best market research plans for its clients based on their overall research objectives.

The outcome is data, information, and analyses that can impact or confirm a client's market strategy, as well as answer some very important questions that may mean the difference between success and failure. Some of the questions that may arise include, but are not limited to the following:

- Does your product meet the needs of the market?
- How will the markets respond to new technology?
- How will consolidation affect sales?
- What is your standing in the current marketplace?
- What is your product potential?

Market Surveys

Market Surveys are often an integral part of the information-gathering process. MDC Associates' Survey Center is staffed with friendly, professional personnel; they are trained to probe for the right information.

After obtaining this data, they-

- Record their findings
- Look for trends
- And provide clients with detailed reports, containing concise market analyses

Customer Satisfaction Assessments

Customer Satisfaction Assessments bridge the gap between a client and its consumer base. After all, customers are the best source of counsel when it comes to offering constructive product commentary.

The type of information MDC Associates gleans from these assessments is advantageous to clients whether they are-

- Making changes to their technical support
- Introducing their next generation of products
- Or implementing a marketing campaign

Focus Groups

Focus Groups are powerful research tools that can be applied at any stage of product life. To best take advantage of this power-

- MDC Associates tailors a concept and script that conforms to a client's objectives, applies it to an audience, and analyzes its findings.
- MDC Associates creates an environment where the participant discusses topics candidly, thus giving an accurate pulse on consumer perception.

Strategic Analysis

Strategic Analysis might employ multiple methodologies. MDC Associates formulates the best market strategy based on its clients' needs, providing them with a detailed and complete analysis. Research and analysis might combine:

- Identifying, defining, and analyzing trends
- Defining market in sales and units
- Disclosing customer perspectives
- Verifying the competition
- Identifying niche opportunities
- Assessing competitors' strategies

In addition to its highly targeted and reasonably priced approach to Market Research, MDC Associates also offers companies other specialized services.

Call Center

MDC Associates' Call Center services and expertise of its staff save clients time, resources and money, and help head off issues before they trigger possible product recalls or other regulatory actions.

Regulatory Guidance

MDC Associates' three-tier FDA/ISO Regulatory Consulting services offer clients expert guidance and support throughout the review process, assuring that all regulatory needs are being met.



Our experience
ensures your success.

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