

Olson Leads in Orthopaedic and Spine Marketing Research

When Martin Silverstein joined Olson Research in 2015, he brought with him vast experience in orthopaedics stemming from his years as a successful orthopaedic surgeon and practice leader. Upon retiring, Martin's focus shifted to marketing research in this same space. As such, Martin possesses a very unique combination as an experienced surgeon with the inquisitive nature of a true marketing researcher. Martin's talents, combined with Olson Research's marketing research capabilities and infrastructure make for an unrivaled tool for orthopaedic clients.



Martin Silverstein, MD

An Interview with Dr. Martin Silverstein, Olson Research's Team Lead for Orthopaedics

As a retired orthopaedic surgeon, was it difficult to make the leap from surgery to market research?

It wasn't difficult because as a surgeon you are talking to people in the industry, device manufacturers and sales reps, people in the hospitals, and other surgeons on a regular basis. That being said, there certainly were challenges – it's challenging to go from the speaker to the listener; it's challenging to simply record responses without correcting. Also, I did some market research in college, so all-in-all the change was easy for me.

What is the greatest value you as a surgeon can offer to medical device companies working in the orthopaedic space?

I don't think what I bring to the table can be classified as one greatest value. From the beginning to the end of a project, my experience as a surgeon offers value to our clients. My expertise as an orthopaedic surgeon is extremely helpful in building the project scope and the development of the screener and guide or survey. I believe that the surgeon-to-surgeon conversation is another significant benefit in getting and probing for information. Lastly and perhaps most important, I feel that the combination of my expertise as an orthopaedic surgeon and as a market researcher enables us to provide significant, actionable recommendations to assist our clients in achieving their project goals.

As both a surgeon and market researcher, what do you think is the greatest challenge facing medical device companies in the orthopaedic and spine space today?

The biggest challenge today is to balance the demand for new technology with the challenge of cost containment. It's a dichotomy that seems to be going in two different directions. The challenge for manufacturers is to be able to provide new and improved technology yet still be cost competitive.

How does the manufacturer overcome this challenge?

I believe that it requires a combination of four things. To warrant cost increases, the technology must be truly innovative; premiums must be kept realistic; provide cost efficiency data and outcomes / quality metrics data to support any cost premiums; and provide value-added offerings such as educational opportunities for surgeons and O.R. staff, inventory management systems, or instrument consignment.

Something more personal...How do you spend your time aside from market research?

First of all you are assuming that I have any time aside from market research! But, yes I do ... we enjoy travel. I love to cook and read. We try to exercise to stay healthy. And even though my children are grown, I spend a lot of my week helping them with various things in their lives. Lastly, I love every minute that I get to spend with my wife, Cherie.

Olson Research Orthopaedic Team



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Why not have an Orthopaedic Surgeon lead your research? Contact Olson Research today.

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