

# Why Have an Orthopaedic Surgeon Conduct Your Next Marketing Research Project?

The research you undertake to inform your business decisions is only as good as the tools you devote to it. Actionable, robust research results occur when you combine disciplined research practices with researchers who are highly trained, informed, and able to delve deeply into the subject matter at hand. In an area as nuanced and complex as orthopaedics, an orthopaedic surgeon can take your primary research to a new level of understanding for maximum impact.

## 1 EXPERTISE

Knowledgeable expertise to assist you and your team in the project planning phases so that your research objectives are clearly articulated and fully represented in the research



## 2 MATERIALS

Development of appropriate respondent screeners, thoughtful discussion guides and surveys with the most meaningful questions



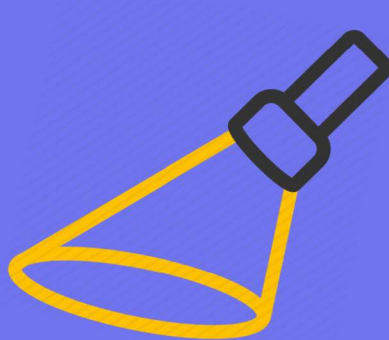
## 3 REACH

Ability to recruit relevant stakeholders in the US and ex-US markets, including difficult-to-reach thought leaders, academic respondents, and key decision makers



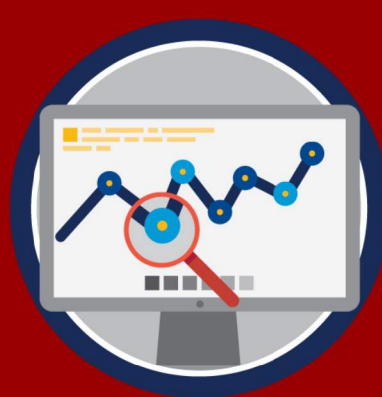
## 4 PROBE

In-depth meaningful probing of responses during qualitative interviews and quantitative pre-tests



## 5 ANALYSIS

Insightful analysis of responses and data to ensure you are receiving maximum insights and benefits of the research



## 6 REPORTING

Detailed PowerPoint final reports, which include a strong "Key Findings" section with useful, actionable, and feasible "RECOMMENDATIONS"



## 7 SUMMARY

Actionable project summary and in-depth brief with the Olson team to provide you with a comprehensive review of the findings as well as our recommendations for next steps



Perhaps a better question is:



**"Why NOT have an orthopaedic surgeon conduct your next marketing research project?"**

## Your Olson Orthopaedic Team



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