



*Guiding Corporate Direction and  
Priorities in Medical Devices*

## **Two Focus Groups on a Short Timeline**

**A Service of InforMedix Marketing Research, Inc.**

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InforMedix Marketing Research, Inc. has conducted quality custom market research investigations for the healthcare industries since 1991. Clients include some of the largest medical manufacturers in the world, as well as midsize and small companies, and individual entrepreneurs.

InforMedix designed **Two Focus Groups on a Short Timeline** as a simple and fast way to get unbiased, professionally-controlled market information.

With a short set-up time and a simplified data collection and reporting process, we can provide reliable market research using two streamlined focus groups. Fees for this service are at a fixed level per investigation, prepaid.

Here's how you can have **Two Focus Groups on a Short Timeline**:

1. Answer the seven questions shown in this form. Your answers will give us the information we need to create a simple but effective market research plan.
2. Send your completed form back to us at [NewVentures@InforMedixMR.com](mailto:NewVentures@InforMedixMR.com).
3. We will prepare a research project plan and a draft questionnaire.
4. We will discuss our plan and any outstanding issues with you by email.
5. On receipt of your payment, we will begin data collection and reporting. We will conduct two 45-minute focus groups with qualified individuals who can help us answer your questions about your product or service.
6. Our research investigation will take about three weeks; within four weeks after we begin, we will send you a six- to ten page report on our findings.

You will want us to complete a confidentiality agreement. This form includes a simple confidentiality agreement, which you should complete with your name, and the name of your company. Please return it to us; we will review, sign it and return.

If you have questions, please call or e-mail us at the numbers above.

## Two Focus Groups on a Short Timeline

Your name:	
Company:	
Address 1:	
Address 2:	
Telephone:	
Email:	

In answering the questions here, please provide as much detail as you think appropriate. We will use your answers to prepare our market research plan. We will share this plan and our focus group discussion outline with you before we conduct your market research.

You may enclose additional product literature, drawings, or journal articles if you think these will help us, although we will not conduct a lengthy review of technical background data.

### **Question 1. What product or service would you like us to investigate?**

Please describe the subject of your market research. Please provide enough information so that we, as moderately technical people, can understand the product or service we will be focusing on.

### **Question 2. What makes this new, unique, or different from alternative products or services that are already in use — or already on the market?**

In other words, why would buyers or users choose the new concept over an alternative? What do they use now, lacking the product or service you have described in Question 1?

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### Question 3. What types of people do you need information from?

- Cardiac surgeons?
- Radiology techs?
- OB/Gyn nurses?
- Dermatologists who use surgical lasers?
- ICU Managers who do not have pharmacy automation?

Please be as specific as possible.

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### Question 4. What do you need to know from these people?

Please list, as clearly as possible, up to ten questions that you would like to have answered by the people described in Question 3. Do not worry about specific wording or the order of the questions. We at InforMedix will edit your questions to make sure they flow smoothly.

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

## Two Focus Groups on a Short Timeline

### Question 5. What will you do with this information?

If you had answers to the questions you listed on the previous page, what kinds of decisions would you make that you cannot make now? How will your actions or your company's plans be changed based on the new information you will obtain?

### Question 6. How much information can we share with survey respondents?

Please tell us what we should not reveal to outsiders, as we ask questions and carry out our market research discussions. Or, you may write here a word-for-word description which we may share with them; we will use only this information in describing products or services to respondents.

### Question 7. Is there anything we have missed?

What else do we need to know about your product, your intended customers, or your industry, which would help us do a better job in gathering this information and reporting it to you?

**Note: We want to make market research work for you.**

**However, remember that not every challenge can be met with this simple and streamlined process.**

**If necessary, we will provide guidance on your scope and expected outcomes, so that you can get the information you need with a level of confidence that helps you move ahead.**

**Steve Fuller, President, InforMedix (630-742-9568)**