

As a natural extension of our 45+ years of experience and the 7,500+ primary market research projects we've conducted, Bruno and Ridgway has mastered the skills, efficiency and processes necessary to conduct rapid studies in support of Business Development and New Product Planning.

Below are two recent case studies:

A pharmaceutical company was exploring the possibility of partnering with a smaller biotech player that had a new drug in development. The company wanted to assess the drug's potential that was in early phases of development. We designed research to identify if the drug had compelling benefits, which ones were the most important, and how the ultimate configuration of the benefits for this drug might impact its sales.

A hospital supply company needed to assess the potential for a new surgical product being considered for development. We designed a research study to identify what opportunities existed in the current market and determine how this product could capitalize on them. The research provided insights on critical design features that the product would require to best address these needs.

Many of our repeat customers have relied on Bruno and Ridgway as a trusted advisor in support of their BD and NPP strategic decision making.