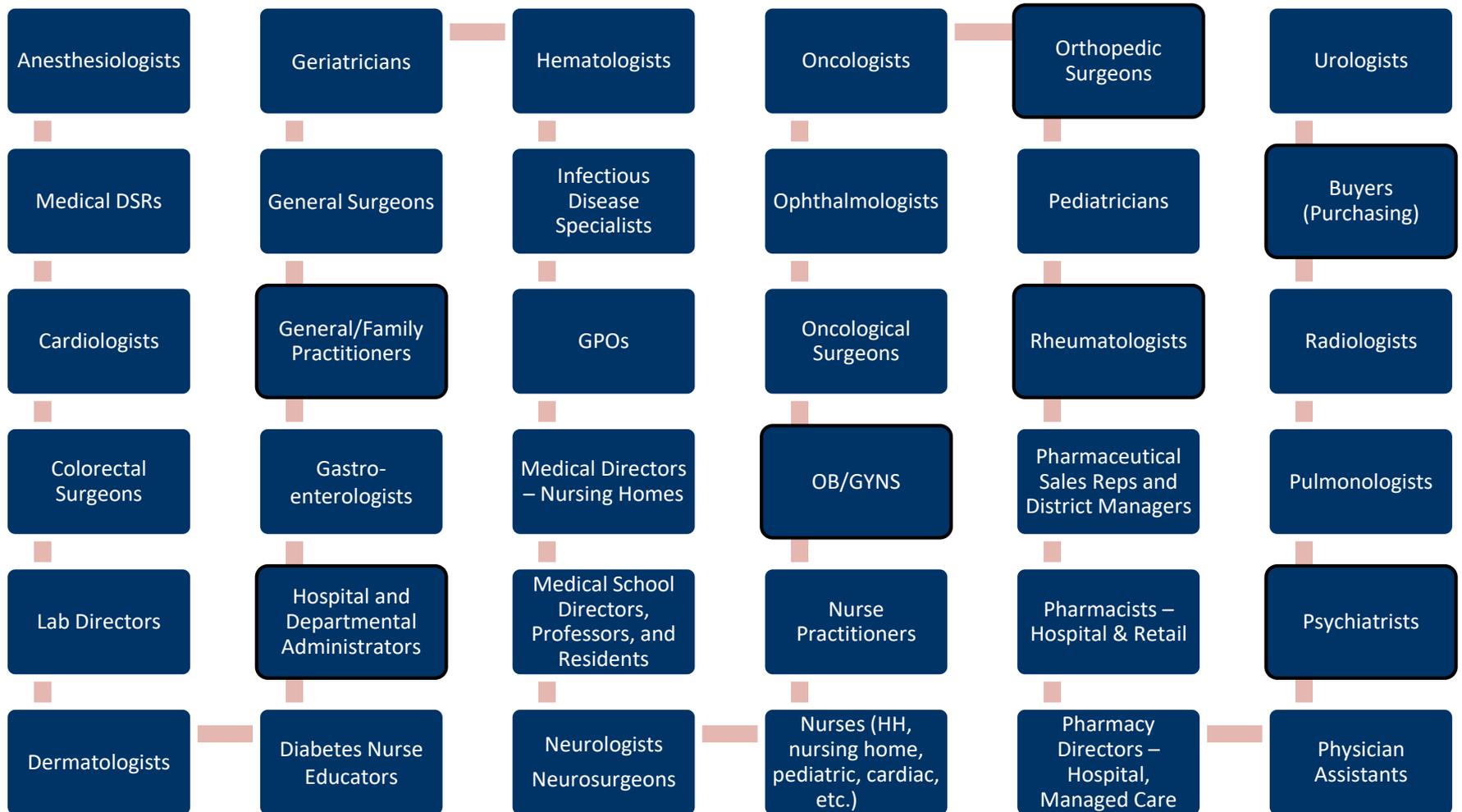


Bruno and Ridgway (B&R) is often relied upon as a trusted advisor and market research specialist in conducting studies that involve B2B and institutional target audiences spanning the healthcare delivery arena.

Over the past **45 years**, B &R has worked closely with a seasoned portfolio of panel providers covering institutional buyers/purchasing managers, departmental administrators and managers, technicians, lab directors and MDSRs (acute care, hospital/clinical lab). When combined with our proven, savvy, multi-tiered approaches (**Safe Harbor and HIPAA compliant**), we have conducted 100's of qualitative and quantitative projects covering the gamut of business needs in medical device and surgery, drug delivery, diagnostic instruments and lab testing.

Lastly, B&R has mastered the skills, efficiency and QA necessary to conduct comprehensive or rapid studies in difficult to reach audiences and in numerous cases has been engaged to complete US and global *studies initiated by another market research supplier* (large and boutique) where the sample was no longer attainable and all possible resources available to the supplier were exhausted.

Surveying a broad spectrum of healthcare professionals



CLIENT SUCCESS STORY – B2B/INSTITUTIONAL

Situation

Our long-term client desired to conduct a quantitative study with Medical **Distributor Sales Representatives** (acute care, hospital/clinical lab) to better understand their perceptions of manufacturers and their products; along with the most important elements influencing their product decision outcomes, across US regions.

Solution

We designed a custom internet survey that was completed by 200 DSRs who were successfully recruited via a combination of initial invites inserted in Repertoire magazine, email reminders sent by the magazine, and individual reminders mailed by us utilizing a list provided by Repertoire.

Outcome

Our client received valuable insight and analysis into why and how DSRs influence product decision-making; how their support of DSRs compared to other manufacturers; ways to increase sales support from DSRs; perspectives around private label and green products, and how and with whom DSRs spend their time.

CLIENT SUCCESS STORY – B2B/INSTITUTIONAL

Situation

Our women's health client had three premium priced surgery products experiencing slow growth. Based on this, they desired to gauge and better understand HCP and **Buyer (Purchasing Managers)** sensitivity to a reduction in price across loyal and non-loyal segments .

Solution

We designed a custom study that captured key data and rationale that drive usage while simultaneously addressing the price sensitivity that each audience and segment had to any combination of price reductions and the degree to which price reductions would drive adoption.

Outcome

Our client was equipped with the timely price elasticity and driver insights they sought in order to determine and substantiate changes in their pricing strategy and structure which subsequently drove revisions to their positioning, messaging and promotional materials.

CLIENT SUCCESS STORY – B2B/INSTITUTIONAL

Situation

For new procedure/device introductions, our client was interested in obtaining a keen understanding of the relative appeal of **HER modalities** to their key constituents and determine the importance of key attributes (cost/reimbursement, safety, efficacy, training, QOL) to each constituency. Groups of interest included doctors, patients, **hospitals (purchasing/materials managers)** and insurers.

Solution

A multi-faceted recruit and field plan was designed to assure that data capture was achieved in a timely fashion and comprehensive results were available for analysis . We leveraged our extensive knowledge and experience across the healthcare continuum and target audiences in working closely with our client to build the optimal set and wording of attributes

Outcome

A comprehensive report and Executive Summary succinctly specified and analyzed the common vs. constituent specific needs across three stated importance tiers that a product/procedure must have across constituents for adoption. The findings and recommendations informed best practices for future product introductions.

CLIENT SUCCESS STORY – B2B/INSTITUTIONAL

Situation

Our diagnostics client sought to conduct research with radiology administrators and directors across multiple segments (customers/non-users, non-customers) and **GPO** affiliations to develop a Price sensitivity curve for a Pre-filled syringe of non-ionic contrast media.

Solution

A multi-faceted recruit and field plan was designed to assure that a representative sample was achieved for a telephone survey. Qualifying participants were involved in/responsible for the decision of what contrast media is purchased by their facility and a CT injection system in use.

Outcome

Insights and analysis were provided around price sensitivity and a pricing strategy recommendation that accounted for variations across segments. Our client also gained new and valuable perspectives based on data cuts obtained from the sample demographics including CT volume, contrast media filling protocols and GPO affiliation.

CLIENT SUCCESS STORY – B2B/INSTITUTIONAL

Situation

As part of their product innovation and development strategy, a major player in the diagnostics industry was considering a new molecular diagnostic instrument system for use in hospital labs and wanted to understand what molecular testing is performed in-house vs. outsourced, along with the likelihood of adopting the new system.

Solution

Lab directors/managers that qualified to participate (understood the molecular diagnostic testing needs of the lab with respect to infectious disease testing or the drivers/barriers in adopting molecular testing) were exposed and reacted to the instrument concept profile.

Outcome

Analysis and direction was provided regarding probability of adoption and key drivers and barriers across numerous groups (.e.g., testers vs non, hospital size, system attributes, type of lab test), along with a price sensitivity component, all of which played a major role in their development strategy and planning.

CLIENT SUCCESS STORY – RARE DISEASE/LOW INCIDENCE

Situation

Under challenging time constraints, our new client was tasked to conduct a global study (US, DE, ES, FR), among patients using a variety of devices to treat diabetes.

Solution

We created a **custom portal** (Safe Harbor and HIPAA compliant) that allowed individual physician practices to invite their own qualifying patients (that had a very specific surgical procedure) to participate in the online research. Our client recruited practices, and the practices recruited patients via the secure portal.

Outcome

Insights were provided around prevalence of specific issues experienced by users of various device combinations, thereby informing improvements in **drug delivery** design and precise messaging for targeted segments.

CLIENT SUCCESS STORY – RARE DISEASE/LOW INCIDENCE

Situation

For a multi-country study (US, DE, ES, FR), our ophthalmology surgery client needed to find patients not available in panels (extremely low incidence) for a quantitative product development study.

Solution

We created a **custom portal** (Safe Harbor and HIPAA compliant) that allowed individual physician practices to invite their own qualifying patients (that had a very specific surgical procedure) to participate in the online research. Our client recruited practices, and the practices recruited patients via the secure portal.

Outcome

Based on actual patient profile, post-surgery outcomes and a trade-off exercise (MaxDiff), results and analysis were presented that provided clear direction for the client to develop and design an enhanced surgical product (IOL).