

healthcare marketing firm: CREATING A COHORT OF ORTHOPAEDIC SURGEONS FOR MARKET RESEARCH



SUMMARY

flipMD helped a branding agency conduct a market research project with 20 orthopaedic surgeons for a large medical device company developing digital applications for surgeons and patients to interact.



“flipMD has been a great resource for recruiting difficult to find clinicians and hospital administrators for qualitative research. They have been easy to work with, responsive, effective, and flexible when we changed the screener mid-way. The respondents they helped find and secure were of very high quality and provided fantastic, industry-specific insights. I would highly recommend them to anyone looking to connect with subject matter experts in healthcare!”

GOALS

A branding firm was looking to recruit a cohort of 20 board-certified orthopaedic surgeons for a new market research project they had won with a large medical device company. As part of the project, they needed to speak with practicing orthopaedic surgeons to understand their experience with digital platforms to improve patient interactions.

SOLUTIONS

flipMD quickly created a national campaign to attract top orthopaedic surgeons within community hospitals, private practices, and academic medical centers throughout the United States. The company was able to fill their cohort and interview the orthopaedic surgeons two times over the course of several weeks via Zoom. The company received 20+ bids within a week of posting the job.

BENEFITS

The firm was able to find and decide who they wanted to interview for the project. Traditionally, a company would fill the cohort without the input of the branding firm. The firm was impressed by the depth and breadth of opinions gleaned from the interviews. Additionally, they were able to stay within budget, complete the project on time, and not pay exorbitant fees just to get in front of another expert network.