

In a nutshell

Some of our clients:



▶ We offer full service medical device market research and participant recruitment. Established in 2000, our focus is to deliver actionable insights that help create better lives for patients and HCPs. Our expertise in medical devices allows us to count nine of the world's top 15 medical device manufacturers as CMR clients.

▶ We know what it takes to create a great device and understand the challenges you face along the way. Our research will enable you to optimise your vision, assess market potential, set pricing strategy and develop your marketing communications.



PRODUCT DEVELOPMENT	PRICING	MARKETING
UMNET NEEDS	PRICING STRATEGY	MARKET INTELLIGENCE
IDEATION/DESIGN	MARKET SHARE PROJECTIONS	MESSAGE DEVELOPMENT
PRODUCT PROFILE DEVELOPMENT	PROCUREMENT PROCESSES	MESSAGE TESTING
CONCEPT TESTING		SALES STRATEGY

▶ Operating independently alongside trusted partners including recruiters, sample providers and moderators, we are not tied to subsidiaries and PSLs so we can react very quickly to your changing needs.

We work globally and are proud to do so. From the EU 5, USA and China to the Magreb Countries, Saudi Arabia and Kazakhstan – CMR has delivered projects in 40 markets worldwide.

Reporting is our forte

- ▶ CMR reports are concise and to the point yet packed with key insights to help you take your device to the next phase of its lifecycle.



SAMPLE REPORT

**READ THE FREESTYLE
LIBRE REPORT OR
WATCH THE FOCUS GROUP**

CHECK OUT OUR CASE STUDIES



Watch our team in action...



...or give us a call.

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