

Selected References of CURTH+ROTH within the Healthcare and Life Science Industry

- **Roche:** Research on diabetes management, diabetes treatment, diabetes self-diagnostics - target groups: HCPs, PWDs, Key Opinion Leaders
- **Baxter:** International positioning and branding study for peritoneal dialysis - target group nephrologists, HCPs
- **Agilent:** Purchase process analysis for gas chromatographs
- **Beckmann Coulter:** Analysis of demand landscape and development of positioning options
- **BioMeri ux:** New Product Development – evaluation among lab managers
- **Medtronic:** Evaluation of training programs, evaluation of marketing strategies and advertising material - target groups: physicians, surgeons, radiologists
- **MSD:** Message evaluation for a new drug – target group HCPs
- **Novartis (Voltaren):** Online bulletin board on a new communication campaign with consumers
- **Tenaxis Medical:** Market analysis for surgical sealants – target group: surgeons with focus upon thorax surgeons
- **Delphi Optics:** Go to market consulting and analysis for a new burn diagnosis system – internal workshops and strategy meetings.
- **IBM:** laboratory and hospital management systems: Analysis of purchase drivers and product requirements – target group lab- and hospital managers
- **Undisclosed client:** Evaluation of demand landscape for CGM (continuous glucose monitoring) systems – target groups: PWDs and HCPs
- **Undisclosed client:** Evaluation of various concepts for telemedicine – target group: GPs and specialist doctors