



What We Do

Promedica conducts qualitative and quantitative primary marketing research focused on the healthcare industry — both in the U.S. and in key international markets via global alliances in Europe, Latin America, the Pacific Rim, and Canada. Our specialty is new product planning, with an emphasis on the strategic and tactical marketing issues that impact the successful launch of new products and ongoing lifecycle management.

Learn more about our services.

- > Study Types — from market assessment and optimization to brand positioning, messaging, promotion and lifecycle management
- > Methodologies — in-depth personal interviews, telephone interviews, innovative web-assisted methods and a unique, sophisticated approach to online research
- > Industry Focus — expertise in biotechnology, pharmaceuticals, diagnostics, and medical devices across a wide range of therapeutic classes and healthcare audiences