



WHY USE LEADING EDGE?

- We have front-line sales and marketing experience gained in the healthcare sector
- We have been providing marketing support to the industry since 1995
- We are passionate about delivering success for our clients
- We are team players who operate as part of your team
- We handle your customers with care
- We save you time and hassle
- We provide objectivity and market insight
- We help you to find pathways to success
- We deliver meetings that give you a competitive edge

WHO ARE THE LEADING EDGE CLIENTS?

- | | |
|----------------------------|---------------------|
| • Astra Tech (AstraZeneca) | • Fresenius Kabi |
| • Axis-Shield Diagnostics | • Medtronic |
| • Baxter | • Novartis |
| • Biosense Webster | • Nutricia |
| • Cook Medical | • SHS International |
| • Cordis | • Smith & Nephew |
| • DePuy | • Smiths Medical |
| • Ethicon | • Unipath |

TESTIMONIALS

"The round table meeting organized by Leading Edge was without doubt the most insightful and practical market research I've been involved with in 25 years. The information gathered and relationships we leveraged led to a highly successful marketing campaign, reaching across 3 continents and yielding over 25% growth globally."

Jonathan M. Wogel, Regional Managing Director, NUTRICIA

"Maggie and I were pleased to be participants in the Leading Edge PKU (phenylketonuria) Workshop in Jersey City. Most importantly, the ideas discussed are so promising, and offer a much needed ray of light on the lifestyle of people with PKU. Your clients are lucky to have such professionally-friendly representatives as yourself to conduct the sessions ... you made the time spent in the sessions interesting and fun."

Mrs Terri B, Indianapolis, USA, Mother of Maggie – a teenage girl with PKU

"Leading Edge performed high quality market research for us in relation to a new business opportunity in the neurology area. The project report was delivered on time and on budget and provided us with valuable insight and direction that enabled us to make critical business decisions."

Andrew Nevin, UK Business Manager, SHS INTERNATIONAL

Delivering Meetings & Market Research that give you a Competitive Edge

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"The study day events in Bristol & Nottingham were both a complete success which I put down to excellent organization by Leading Edge and very efficient team support on the day."

**Kevin Morris
Marketing Manager
NUTRICIA**



"I am 110% satisfied with the market research project performed by Leading Edge. Thank you ever so much for doing a great job."

**Marie Onäng
Market Research Manager
ASTRA TECH AB (AstraZeneca)**



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MARKET RESEARCH METHODOLOGIES AND SCOPE

- Focus groups
- Face-to-face depth interviews
- Postal questionnaires
- Healthcare professionals research
- National and international
- Telephone and online surveys
- Multi-lingual
- Qualitative and quantitative research
- Consumer research
- Primary, secondary and tertiary care

MARKET SEGMENTS RESEARCHED

- Medical devices
- Medical implants
- Pharmaceuticals
- Operating theatre equipment
- Diagnostics
- Wound care
- Infusion therapy
- Nutritional products
- Laboratory equipment
- High technology homecare services

Client case study – **PATHFINDER** research

- Medical device client – UK operations
- **PATHFINDER** research project – designed to map pathways to success for the client
- Client products currently selected and initiated mainly by secondary care clinicians
- Increase in practice based commissioning will change market dynamics
- Product selection and initiation will shift towards decision-makers in primary care
- Key stakeholders and influencers in primary care targeted for the **PATHFINDER** project
- Client wished to capitalize on Department of Health's world class commissioning drive
- Depth interviews performed
- Agendas, priorities, perceptions and needs of stakeholders and influencers identified
- New service concepts tested
- Opportunities and threats identified
- Potential pathways to success defined

MEETING SERVICES AND SCOPE

- Study days
- Group meetings
- Multi-lingual
- National and international
- Healthcare professionals
- Advisory boards
- Symposia
- Customer workshops
- Primary, secondary and tertiary care
- Consumers

SUPPORT PROVIDED

- Programme development
- Faculty identification
- Marketing of event
- Delegate management
- Audio visual support
- Event planning
- Chair & speaker recruitment, briefing, support & liaison
- Venue identification & arranging accommodation
- Financial management
- Processing abstracts & organising CPD accreditation

Client case study – **WORKSHOP** meeting

- Clinical nutrition client – global operations
- Weekend **WORKSHOP**
- Jersey City, USA
- Mixed group of delegates
- Group of teenagers with metabolic disease
- Parents and clinical key opinion-leaders also in attendance
- Perceptions and agendas of key opinion leaders identified
- New product concepts introduced
- New service concepts demonstrated
- New branding and marketing communication materials presented
- Data generated enabled client to fine-tune product and service launch plans
- Relationship with clinical key opinion leaders enhanced