



Attitudes
INSIGHT

Tired of working in the dark?

Market research is a critical element of assessing the impact of your messages and testing your assumptions. Properly executed it can provide the building blocks of a blockbuster campaign:

- Understand your audience's perceptions
- Challenge your own assumptions
- Survey opinions, cultures and preferences
- Test the focus and strength of your messages
- Learn the motivation and behaviour of your HCP customer groups
- Build competitive intelligence and information

That's where we come in!

Attitudes Insight provides you with a programme of research designed to get to the heart of what your HCP audience really experiences, thinks and values:

- Designed to interrogate and evaluate
- Innovative methodologies and models of enquiry
- Facilitation that promotes transparent and honest feedback
- Quantitative and qualitative outcomes
- Emotional, behavioural and practical insights
- Customised to your needs

This is what you get

Bite Medical will create and deliver a programme of output-focused research bespoke to your needs:

- Insightful questioning and interview techniques
- Recruitment of specified groups of HCPs
- Organised to target regional or national attitudes and behaviours
- Specialised venues for investigation and information capture
- Clear outcomes of direct and immediate value to your business
- Working within Company and ABPI codes of conduct and procedures