

NO ONE KNOWS THE  
**AORNWORKS**™  
BETTER

## MARKET RESEARCH FOR COMPANIES

AORN Works provides companies with access to the operating room team through our perioperative market research database. This database contains detailed information on specialists in multiple categories including job title, areas of practice, and facility type.

If your company is about to roll out a new product or service, or you want validation that an existing product or service is maximizing its full potential, our market research services can provide you with immediate and honest results.



✧ **Learn more about AORN Works' market research capabilities at [AORNworks.org](http://AORNworks.org).**



## QUALITATIVE MARKET RESEARCH

The perioperative specialists in our database can offer quality feedback about how they think your product or service will be perceived by peers and incorporated in the O.R.

## FOCUS GROUPS

Focus groups are a great option to initiate an engaging dialogue about your product or service with a group of people.

## INTERVIEWS

We provide one-on-one interviews, which give you more time with each person; management interviews that provide feedback directly from the people in charge; and telephone interviews, which allow you geographic freedom.

## QUANTITATIVE MARKET RESEARCH

When you need data, percentages and analytics to assist you in your product development, our quantitative market research will deliver the statistics you need.

## SURVEYS

Surveys are typically offered online to a broader and larger list than other forms of market research.

If you'd like further information about our market research services, contact:

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