

NO ONE KNOWS THE
AORNWORKS™
BETTER

MARKET RESEARCH FOR COMPANIES

AORN Works delivers unmatched market research and surgical insights to companies that sell into the perioperative arena. For each of our clients, we develop a customized market research project specific to the business and marketing objectives at hand. Our clients can be assured of quick, actionable and accurate results.



✦ **Learn more about AORN Works' market research capabilities at AORNworks.org.**



AORN WORKS MARKET RESEARCH DATABASE

The exclusive AORN Works Market Research Database provides access to perioperative professionals nationwide and was developed to help guide the future of perioperative practice.

CAPABILITIES

- Market needs assessments
- Target market analysis - overall and by segment
- Voice of the customer
- Product usability testing
- Marketing communications development and testing
- Customer satisfaction
- Forecasting
- And more...

OUR SERVICES

- Surgical Insights
- Qualitative Research
- Quantitative Research
- Conjoint/Segmentation

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

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