



March 2, 2011

Frequently Asked Questions: AORN Works Market Research

- 1. What exactly does AORN Works, Inc. do?**
 - a. AORN Works does two things:
 - i. Market research/surgical insights consulting
AORN Works conducts market research for companies who have a concept, product or service for the operating room.
 - ii. Placement services
AORN Works specializes in executive level interim and permanent placement services for perioperative departments.

- 2. What kind of research does AORN Works conduct?**
 - a. Depending on the client need, AORN Works can design both quantitative and qualitative research. Its methods include focus groups, needs assessments, target market analysis, roundtables, product testing, strategic advisory boards and surveys.

- 3. What differentiates AORN Works from other market research companies?**
 - a. AORN Works has access to 40,000 operating room nurses through its close association with AORN – the Association of periOperative Registered Nurses.
 - b. Through its proprietary opt-in market research database, AORN Works is able to tap into a broad network of perioperative team members including nurses, management, scrub and central sterile technicians, surgeons and anesthesiologists.
 - c. Because of its exclusive access to O.R. team members, AORN Works can target the right perioperative professionals quickly and accurately.

- 4. Does AORN Works determine the best way to research a new product or service?**
 - a. AORN Works collaborates with the client to establish the objectives for the project and what business decisions will be made based on the results.
 - b. AORN Works then develops a research design to meet the client's objectives and budget parameters.

- 5. What kinds of companies and organizations can make the best use of this kind of research?**
 - a. Companies who are selling into the perioperative department or those who would like to enter the perioperative marketplace can benefit from AORN Works' services.
 - b. AORN Works offers services to a wide variety of companies including:
 - Medical devices manufacturers
 - Technology providers
 - Pharmaceutical manufacturers
 - Professional service providers
 - Sterile packaging providers
 - Small startup companies



6. Could you give an example?

- a. An industrial company noticed that O.R.s were using their products to help with liquid management. AORN Works designed and executed new product ideas for how to clean, contain and manage liquids in the O.R. AORN Works hosted an ideation session bringing in nurses, client team members, and outside creative ideators and put them through a set of small group exercises to capture product ideas. The group produced more than 40 product options in the three-hour session. The company moved forward with 10 of the brainstormed product concepts.

7. What are the backgrounds of the individuals who design and execute the research?

- a. Vicki Faas, RN, MSN, general manager of AORN Works, has 25 years of both military and civilian experience in PACU, critical care and surgery in addition to her business management expertise.
- b. Bridgette Braig, Ph.D., has 15 years of marketing strategy and qualitative research experience in medical, consumer products, non-profits, industrial and technology companies.
- c. Chris Hauck, M.B.A., has 20 years of experience in conducting research in the medical products, telecommunications, consumer packaged goods, information technologies and consulting industries.
- d. Christa Lassen-Vogel, M.B.A., has 20 years of experience in market research and branding in medical products, consumer products, telecommunications and technology companies.
- e. James David Martinez has more than 15 years of experience managing market research projects and events. His experience encompasses healthcare, consumer packaged goods and technology.

8. How long has AORN Works been doing this?

- a. AORN Works began as Opportunity, a department within AORN specializing in job placement and consulting services. In 2003, AORN invested in the transformation of Opportunity, creating AORN Management Solutions, an independently operated subsidiary. The company rebranded to AORN Works in 2008.

The market research service was formally accepted as a primary function of AORN Works in 2010.

9. How long does it take to get most projects from start to completion?

- a. Due to our proprietary perioperative database of screened perioperative professionals, we can complete a project quickly. For example, a survey project from questionnaire design to final report and analysis was completed in only 3 weeks.
- b. The completion time for a project varies based on the scope of the project.

Who is the best contact for more information and to discuss research possibilities?

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