



**NO ONE KNOWS THE O.R. BETTER.** Collaboration and interdependence shape this distinct world. Its physical environment challenges all who enter. Highest standards are the rule.

From the operating room to the post anesthesia care unit (recovery room), from the pre-op area to central sterile, this setting demands the best.

And since 2003, AORN Works has provided the expert guidance needed to ensure best practices in perioperative settings across the country.

AORN Works provides market research opportunities for surgical companies and device manufacturers and executive level interim and permanent placement services for healthcare facilities. As a subsidiary company of the Association of periOperative Registered Nurses (AORN), our exclusive focus is to promote optimal outcomes in the perioperative setting and enhance safe patient care.

AORN Works offers:

**Market Research.** We are experts and have the staff and resources to prove it. Our team has access to more than 40,000 AORN perioperative professionals we can utilize as a resource for our market research programs.

Through our exclusive opt-in AORN Works Market Research Database, we are able to tap into a broad network of perioperative team members including nurses, management, scrub and central sterile technicians, surgeons and anesthesiologists.

In doing so, we are able to conduct highly targeted research that translates into actionable information to expedite the development of innovative products and services that benefit patients.

Our capabilities include market needs assessments, target market analysis, voice of the customer, product testing, strategic advisory boards, marketing communications development and testing, customer satisfaction and forecasting.

**Interim and Permanent Placement Services.** AORN Works has successfully placed vice presidents, directors, managers, and educators in various perioperative environments because of our understanding of the operating room and the staff that's needed to make it successful.

Our exclusive focus is on perioperative management and our search consultants have the unique ability to match a candidate's attributes and personality with the needs of a facility.

AORN Works provides expert resources and solutions, built upon the standards of AORN. We understand trends in the perioperative marketplace, and have the resources to help companies and facilities learn, adapt, and succeed in this competitive arena. AORN Works offers the means to improve the future of perioperative practice.