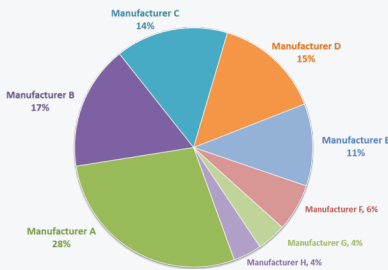


Value Proposition

The effectiveness of this report lies in the data captured from hundreds of U.S. orthopedic surgeons. The report provides robust, quantitative, and statistically valid data with end-user reported brand usage and health measurements. This allows companies to build solid business strategies and tactics from accurate information collected directly from the customer.

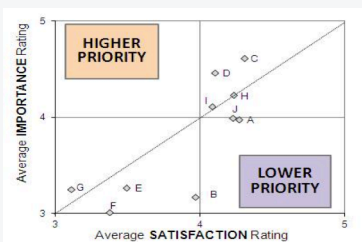
Market Share



Primary Brand Net Promoter Score

	% Promoters (Rated 9 or 10)	% Detractors (Rated 0 thru 6)	Net Promoter Score
Brand A	54%	17%	37%
Brand B	43%	26%	17%

Attribute Gap Analysis



2013 Sports Medicine Orthopedic Products Market, Brand, Usage & Trends Report

Overview:

The Key Group Inc., a leading global healthcare market research firm specializing in primary research, web-centric surveys, and market intelligence is pleased to announce the 2013 U.S. Sports Medicine Orthopedic Products Brand & Market Assessment Report. This report captures information on specific brand characteristics of orthopedic products that have not traditionally been measured or tracked. This data can be used in conjunction with existing market share information to bring further insight into business tactics and product strategies. The report covers brand equity and loyalty measurements by key competitors in the top orthopedic products categories, as well as a monitoring of brand health and customer recall of advertising, promotional, and sales activities. It is imperative for companies to make strategic business decisions based on contemporary Voice of Customer (VOC) data. Understanding the perception of your brand with information collected directly from orthopedic surgeons is vital in providing a sustainable competitive advantage.

Scheduled Publication Date: April 2013

Methodology:

The information captured in this report was collected from 300 orthopedic surgeons randomly selected across the United States. The respondents completed a web-based quantitative survey with over one hundred questions.

Product Categories:

- Shavers and Blades
- Arthroscopes
- Cameras
- Fluid Management Systems
- RF Probes or Devices
- Meniscal Repair Products
- ACL/PCL Fixation Devices
- Anchors & Fixation Devices
- Biologics

Data Analysis:

- Total Surgeries by Type
- Surgeries Vol. Expected Change
- Surgeries by Facility Type
- Primary Brand Used
- Market Share by Brand
- Net Promoter Score
- Brand Loyalty Score
- Product Attribute Importance
- Product Attribute Satisfaction
- Product Attribute Gap Analysis

Overall Assessments:

- Purchasing Influencers
- Media Vehicle Effectiveness
- Sales Representative Visit Recall
- Advertisement & Sales Promotion Recall

Key Group Overview:

The Key Group, Inc. was founded with the goal of providing global healthcare businesses with contemporary market research information and actionable insights that management could rely on to develop and implement tactics to achieve their strategic and financial objectives. The Key Group consists of a team of business strategists, marketing executives, market researchers and information technologists. Every member of the management team has a passion for solving business issues and meeting customer research needs. Their success is built around senior leadership with decades of client side global brand or business unit management and market research experience.

For more information: 800-816-5391 or info@keygroupresearch.com

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