

# Physician Forum

Primary Market Research at a Multiclient Price



How will physicians react to significant market events?

What motivates physicians' treatment decisions?

How do referral or turf dynamics impact treatment?

**How can I thrive in the global medical markets?**

Millennium Research Group knows.



## What is Physician Forum?

Physician Forum is the medtech industry's only syndicated primary market research product that includes insights from physicians and other stakeholders to get a true sense of how market dynamics will shift in response to major events.

## How do market events affect physician practice?

By understanding the viewpoints and practice habits of physicians, device manufacturers can better prepare for key market events critical to their success. Physician Forum reports feature direct feedback from relevant specialists and insight into the impact of events on specific markets.

**millennium**  
R E S E A R C H G R O U P

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clinical trial results

With over 10 years' experience and countless proprietary resources at our fingertips, Millennium Research Group is the global authority in medtech market intelligence.

turf dynamics

Take advantage of MRG's therapeutic area expertise and extensive physician networks and benefit from a multiclient price. Physician Forum combines **direct physician feedback** with insights from MRG's therapeutic specialists to put the impact of market events on your business in perspective.

product launches

Physician Forum provides timely insight on **gamechanging events**, allowing you to understand market patterns, react to changing dynamics, and prepare for future changes.

reimbursement changes

**Each Report Gives You:**

**Commercial Context**

Each deliverable provides a thorough analysis of the background necessary to understand the context of the research, including information such as market size, **sales trends**, and a summary of attributes of **key products** for key players.

product recalls

**Dollar Impact**

Millennium Research Group analysts break down the key survey findings to reveal the **financial implications** of the results.

emerging therapies

**Analysis of Results**

Analysts assess the **importance** and **impact** of the market event. The results are presented in an intuitive, easy-to-share Powerpoint deliverable.

**NEW in Physician Forum**

**Vertebral Augmentation at a Crossroads:**

What do the **New England Journal of Medicine** Studies Mean for Vertebroplasty and Kyphoplasty?

In what came as a surprise to many in the spine industry, the New England Journal of Medicine published two studies questioning the effectiveness of vertebroplasty. Results in both studies showed that patient outcomes with vertebroplasty were no better than with sham procedures.

**What does this mean for vertebral augmentation?**

This Physician Forum report explores the market impact of the vertebroplasty vs. placebo studies, from the physicians' perspective.

**Scope**

Millennium Research Group is surveying a total of 245 physicians:

- 70 Orthopedic Surgeons
- 70 Interventional Radiologists
- 30 Neurosurgeons
- 75 Referring Physicians

**Gain Insight Into:**

- Physician reaction to the two studies
- Potential referral volume changes
- Shifts in physician treatment algorithms
- Changes in preference between vertebroplasty and kyphoplasty
- Procedure volumes before/after study publication