Advanced Market Research for Medical Device Manufacturers

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DENVER, March 3, 2011 /PRNewswire-USNewswire/ -- AORN Works [1], a subsidiary of the Association of periOperative Registered Nurses (AORN), announced that its market research and surgical insights division will lead the strategic priorities of its business.

(Logo: http://photos.prnewswire.com/prnh/20101001/DC75398LOGO [2])

On behalf of clients, market research/surgical insights measure the attitudes of perioperative professionals who are the end users of medical products and services. The new strategy results from its niche ability to provide exceptional market intelligence to medical device manufacturers and service providers that sell to operating rooms throughout the United States.

In addition to its market research division, AORN Works specializes in executive level interim and permanent placement services for perioperative departments.

"As a subsidiary of AORN, we have contact with more than 40,000 operating room professionals who we can use as a resource for our market research," said Vicki Faas, general manager for AORN Works. [3] "Through our opt- in market research database, we are also able to tap into a broad network of perioperative team members including OR nurses, management, scrub and central sterile technicians, surgeons and anesthesiologists."

AORN Works conducts research that translates into actionable information to expedite the development of products and services that benefit surgical patients in the ambulatory surgery and hospital settings. 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.

About AORN Works

Headquartered
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