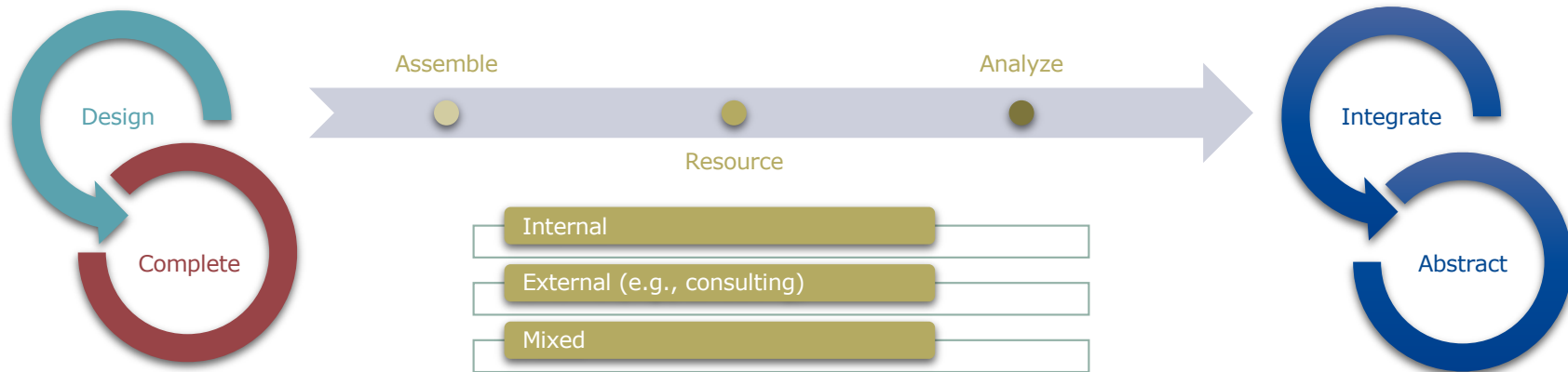
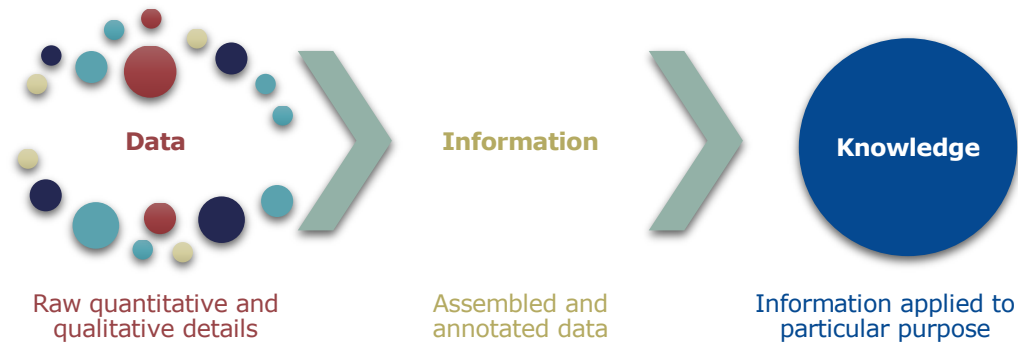


# MAP™ Framework for Market Assessments of Medical Products



Data deliverables		Information Deliverables		Knowledge Deliverables
<p>Surveys</p> <ul style="list-style-type: none"> <li>Quantitative survey responses</li> <li>Qualitative verbatim</li> <li>List of and email addresses for survey participants willing for follow up</li> </ul>	<p>Focus group</p> <ul style="list-style-type: none"> <li>Brief surveys</li> <li>Videos</li> <li>Optional attendees and their notes</li> </ul>	<p>Surveys</p> <ul style="list-style-type: none"> <li>Summary of results</li> <li>Quantitative survey database</li> <li>Qualitative notebook</li> </ul>	<p>Focus groups</p> <ul style="list-style-type: none"> <li>Summary of results</li> <li>Database from surveys</li> <li>Audience impressions (attendees plus video viewers)</li> </ul>	<p>Patterns in the quantitative and qualitative data</p> <ul style="list-style-type: none"> <li>Not just product concepts</li> <li>Can included relationships to Rx and reimbursement</li> <li>Competitive picture</li> </ul> <p>Product concept hypotheses</p> <ul style="list-style-type: none"> <li>Target markets, menu, and product configuration</li> <li>First-pass economics and forecasts</li> </ul> <p>Gaps to be filled (and process if need be) or concepts to be further tested</p>