



ANNUAL ASSEMBLY 2017
OCTOBER 12-15, 2017 • DENVER, CO

NEW! AAPM&R is pleased to extend PM&R Panels to the Annual Assembly by offering exclusive conference market research in Orlando

About This Research Opportunity

At AAPM&R's annual assembly in Orlando, you have a once-a-year opportunity to have the health-care professionals, who shape your market-in the same place, at the same time. This is your chance to hear from a diverse audience, in a diverse specialty, as well as maximize your presence at the assembly and save some operating expense in the process.

This year, AAPM&R is partnering with SMRG, Inc., a leader in market strategy for the Life-Sciences Industry, to conduct market research for those who wish to take advantage of this once-a-year opportunity. By working with your marketing, sales, brand, education and alliance teams, we will create and execute market research studies and prepare insight driven analysis and reporting for your company to act upon.

3 Different Options are Available; Choose 1, 2 or all 3!

Qualitative Market Research

One-on-one interviews and focus groups provide physiatrists' thoughts about unmet market needs and how to best optimize your current market offerings for them.

Quantitative Market Research

Through questionnaires and surveys, we will provide you with the data and analysis needed to best understand the market-at-large and where you can dive deeper to better understand the "why" behind certain data. Full project management and consulting will be offered to meet your quantitative needs.

Lunch and Learn Presentations: Qualitative and/or Quantitative

Optimize your Lunch and Learn presentation to accurately capture the reactions of physiatrist attendees to your presentation. Hosts of Lunch and Learn Presentations can enhance their presence by adding a 30-minute qualitative and/or 10-minute quantitative study after the presentation.

Discover what Key Opinion Leaders are thinking at the largest Physical Medicine and Rehabilitation conference of the year.

The advertisement features three healthcare professionals—two men and one woman—in white coats, standing together. The background is a dark grey gradient. In the top right corner, the AAPM&R logo is displayed with the text "American Academy of Physical Medicine and Rehabilitation" and the tagline "Physicians Adding Quality to Life®". In the bottom right corner, the text "PM&R Panels" is written in blue, followed by "Specialty Intel Direct From the Source" in smaller text.

Those taking advantage of this research will enjoy special "Assembly Pricing." Research slots are limited and reserved to those who act first. So act now!

About SMRG

SMRG, Inc. is a WBENC certified woman-owned business with over 40 years of combined healthcare market research experience. Their expertise in both qualitative and quantitative research inquiry and design, has allowed them to successfully complete hundreds of projects-across all major therapeutic areas-on behalf of their life-sciences clients.

Specifically within Psychiatry, SMRG brings experience in: Brain Injury Medicine, Hospice and Palliative Medicine, Neuromuscular Medicine, Pain Medicine, Spinal Cord Injury Medicine, Sports Medicine, and many other areas of market research.

SMRG, Inc has an impressive track-record of mining for the insights of the C-level employees of hospital and payers, physicians, KOLs, carers, nurses, other HCP providers and patients offering additional product and therapy-area insights to differentiate your brands in a competitive market.

Please click on this hyperlink to learn more about researcher bios for this year's assembly.

Please contact us to discuss your needs and obtain a timely quote.

Please contact: Sharon Popielewski (847) 737-6048 or sopielewski@aapmr.org.