

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

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

- **Research in the PM&R Pavilion (Exhibit Hall)**
- **Focus Groups**
- **In-Depth Interviews**
- **More!**



**3 Different Options 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. We offer full project management for all your qualitative needs.

### **[ ] 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.

Please contact us to discuss your needs and obtain a timely quote.  
Please contact: Sharon Popielewski (847) 737-6048 or [spopielewski@aapmr.org](mailto:spopielewski@aapmr.org).

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 Physiatry, 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.](#)

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