

RSNA 2007: Custom Convention Research Opportunities

Reserve space today for customized surveys and interviews at the 2007 RSNA Annual Meeting

We Focus on Diagnostic Imaging

Since 1977, IMV has been focused on diagnostic imaging markets. We are a leading supplier of market information to the diagnostic healthcare industry, providing custom primary market research, site-specific databases and comprehensive market reports that address the radiology, cardiology and oncology imaging markets. Our industry experience and market expertise is unsurpassed by other market research companies.

IMV's long-standing presence at the RSNA Annual Meeting has earned us ideal booth placement for conducting convention surveys and personal interviews on the exhibit floor. During the 2006 meeting, IMV administered hundreds of questionnaires with U.S. and non-U.S. radiologists, radiology administrators, radiologic technologists, and medical physicists regarding their experience at the meeting. This year, survey sample sizes of 100 to 200 responses are possible for custom surveys.

Can we assist you with custom market research at the 2007 RSNA Annual meeting?

Potential Custom Market Research Topics at RSNA:

- Purchasing Plans for Radiology Equipment and PACS
- Trends in Capital Spending, including the Deficit Reduction Act Impact
- Customer Perceptions about Specific Radiology Equipment or PACS Vendors
- Importance of Decision Factors in the Purchase of Radiology Equipment or PACS
- Adoption of New Imaging Technologies
- Pricing Studies
- Impact of Reimbursement Changes and Changes in Pre-Certification Requirements



IMV's Custom Research Capabilities:

Our highly experienced market researchers and analysts are available to assist with every aspect of your custom market research project, including:

- Questionnaire/Interview Guide Development
- Sample Design
- Respondent Screening and Recruitment
- Survey Administration
- Personal Interview Moderation
- Data Coding and Cleaning
- Data Analysis, including Cross-Tabulations
- Results Reporting, including Development of PowerPoint Presentations

Space is limited!

Contact your IMV sales representative today for a customized research quote.



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