

SciMedica Group Marketing Research and Consulting

Delivering Insights with an Impact



SciMedica Group Marketing Research and Consulting (SciMedica Group MR&C) is a privately held, marketing research and consulting firm to the global pharmaceutical, biotechnology, and medical device industries. Located outside of Philadelphia, Pennsylvania, SciMedica Group MR&C represents a unique combination of extensive medical expertise with comprehensive marketing research know-how focused on delivering actionable insights. SciMedica Group MR&C is able to blend these extraordinary capabilities with a cost structure designed to meet today's constrained budgets.

SciMedica Group MR&C Leadership:

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SERVICES

- Determine new product or business development opportunity potential
- Identify ideal price, positioning, message, and materials for product launch
- Optimize brand performance post launch
- Reposition future challenges into opportunities (i.e., generic intrusion, EMR, REMS, etc.)

THERAPEUTIC EXPERIENCE

Anti-Infectives	Hematology	Pain
Cardiology	Nephrology	Psychiatry
Dermatology	Neurology	Rheumatology
Endocrinology	Oncology	Specialized Medicine
Gastroenterology	Ophthalmology	