

# MARKET RESEARCH OPPORTUNITIES

TAP THE WIDEST SELECTION OF PERIOPERATIVE DECISION-MAKERS IN THE U.S.

## FOCUS GROUPS

### APIC Conference

June 28-30, 2015, Nashville, TN

### OR Manager Conference

October 7-9, 2015, Nashville, TN

### AORN Surgical Conference and Expo

April 2-6, 2016, Anaheim, CA

#### WHAT WE OFFER

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- 90 minute focus group with 6-8+ participants, topic of your choice
- Collaboration with your team to develop effective screening criteria and guidelines
- Customized recruiting by AORN
- Private focus group meeting room configured to your specifications
- Registration and meeting management on the day of your session
- Complimentary light food and beverage for your attendees
- Honorarium included

*\*Additional food and beverage, audio/visual equipment, and other services can be provided for an additional fee directly through the hotel.*

**Hurry! Space is limited and will be available on a first come, first served basis.**

## ONLINE SURVEYS

### Available Year Round

#### WHAT WE OFFER

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##### Survey Execution

- AORN will market an online survey to members who meet your screening criteria
- AORN will monitor the number of responses until the target number is obtained

##### Survey Analysis

- AORN will provide a presentation with the summary of the results from your survey
- AORN will provide the raw data in spreadsheet format for additional analysis

##### Respondent Honorarium

- Respondents to the survey will receive an honorarium for participating
- AORN will facilitate processing of respondent honorarium

**Contact us today to access AORN's database of 44,000 OR directors, educators, circulating and scrub nurses.**

## CONTACT

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