

TALKING TO DOCTORS & PATIENTS

USING PRIMARY MARKET RESEARCH DATA TO SEAL THE DEAL WITH INVESTORS

Hear from health science industry leaders about how they used primary market research data to understand their customer, develop their products and land investments:

- ✓ Learn how to build the commercial case for your product with investors
- ✓ Improve your understanding of customers needs and wants
- ✓ Understand why the value and pricing potential of new products or specific features matters



DR. CLAUDE PICHÉ

CO-CREATOR AND CEO, LOCEMIA

Claude leads the development of the Locemia Solution and has 25 years of experience in developing and commercializing pharmaceuticals, vaccines, and diagnostics. Using primary market research, Claude's understanding of patient needs sealed a deal with Eli Lilly for Locemia's technology.



MARTIN LAFONTAINE

CHIEF COMMERCIAL OFFICER, LOCEMIA

Martin leads Locemia's commercial strategy and has more than 15 years of experience in the pharmaceutical and medical device industry. Martin worked with Claude to develop Locemia's primary market research strategy on understanding patient needs.



DR. MIKE COOKE

CO-FOUNDER, AMACATHERA

Mike co-developed the first product for AmacaThera and spent 12 months interviewing 100 surgeons to get feedback on the technology. Mike also secured dilutive and non-dilutive seed investment for the company.



SEAN PEEL

DIRECTOR, PROGRAM DEVELOPMENT, OBIO

Sean develops and runs OBIO's Health to Business Bridge Program and has 20 years' experience building and leading teams in clinical product development in start-ups.

AGENDA

11:00 AM - 11:15 AM **REGISTRATION AND NETWORKING**

11:10 AM - 11:50 AM **SECONDARY MARKET RESEARCH DATABASES WORKSHOP**

12:00 PM - 12:15 PM **BREAK - LIGHT LUNCH PROVIDED**

12:15 PM - 12:55 PM **PRIMARY MARKET RESEARCH: TALKING TO 100 SURGEONS (AMACATHERA)**

1:00 PM - 2:00 PM **USING PRIMARY MARKET RESEARCH TO BUILD A CASE FOR INVESTORS (LOCEMIA) - BY WEBINAR**

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