Leverage our research expertise to develop and present evidence about your medical device or diagnostic so you can demonstrate the value of your products to the people who use, prescribe, or pay for them.

Our researchers have experience in a wide range of study types, and can help you determine the economic and outcomes measures that will be critical in payer reimbursement decisions.

**Case Study**

We partnered with the U.S. Food and Drug Administration (FDA) to conduct a study on patients’ preferences as part of the approval process for a first-of-kind device to treat obesity. The study estimated the maximum mortality risk patients were willing to accept for a certain amount of weight loss, and the minimum amount of weight loss sufficient to undergo the risks of a weight loss device. This was the first time a patient preference study impacted a new device approval.

Prior to the obesity preference study, the FDA did not have the scientific data to quantify the tradeoffs patients were willing to make among the benefits and risks of a weight-loss device and they had not used this type of information when assessing the benefits and risks of a new technology to be marketed in the United States.