

Global Sports Medicine Physician Survey - 2014

<https://marketpublishers.com/r/G8964688050EN.html>

Date: December 2014

Pages: 318

Price: US\$ 10,995.00 (Single User License)

ID: G8964688050EN

Abstracts

iData's Global Physician Surveys are conducted by highly trained moderators with years of experience in applying iData's rigorous methodology to ensure balanced responses and to elicit keen insight from physicians, surgeons, specialists and other medical professionals. iData's Global Physician Surveys are used to garner brand awareness, product preferences, message feedback and positioning. iData's Physician Surveys allow the inclusion of a diverse range of medical professionals in broader geographical areas. They also eliminate group bias and allow for interactive one-on-one feedback as well as flexibility to expose the respondent to interactive or static media.

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ABBREVIATIONS

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