

## **Jack M. Shapiro: Market Research for Branding New Medical Products and Services**

*By JM Shapiro Healthcare Marketing Research*

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*A noted international expert discusses the usage of market research in branding medical products, services and institutional or corporate images*

### **PRESS RELEASE**

**“ MARKET RESEARCH FOR BRANDING MEDICAL PRODUCTS, SERVICES, CORPORATE OR INSTITUTIONAL IMAGES”**

**JACK M. SHAPIRO HEALTHCARE MARKETING RESEARCH**  
P.O. BOX 1025  
Maywood, NJ 07607  
Phone: (201) 441-9815  
E-mail: JSHealth@AOL.COM  
Website: www.JackShapiro.Com  
On Twitter: “Shapirohealth”

Jack Shapiro, an internationally-known healthcare marketing consultant, market researcher, futurist, broadcast journalist and public speaker has outlined some of the issues related to using market research to enhance the branding efforts of medical products and services as well as corporate and institutional images.

Testing medical promotion should be a part of your efforts at “branding” your product, service, corporate, or institutional image. There are many ways in which to conduct such testing, according to Jack Shapiro. Here are a few of the most common versions, depending upon the state of development of an intended campaign. These are typically conducted using focus groups or one-on-one in-depth interviews with physicians, nurses, pharmacists, consumers and other appropriate respondents:

- Early concept testing where the idea for an advertisement or an entire promotional campaign is summarized in a few sentences or paragraphs;
- Testing early, rough graphics and/or copy;
- Testing more developed prototypes which are closer to final graphics and copy;
- Post-launch or post-publication in order to determine awareness of the campaign, message wear-out and lay the foundation for further changes in a new campaign.

If time permits, more robust quantitative testing with larger, projectable samples can be undertaken to determine the likely success of the ad compared to previously determined “norms” for the category. This is particularly common in the pharmaceutical industry.

“These market research steps should ideally be taken before a campaign or product is launched, although it may be necessary to change the brand’s image and direction even years after launch. Institutions such as

medical centers and nursing home systems, for example, may employ “branding” years—even decades—after their doors first opened,” Shapiro observes.

“The smart marketer will test these materials not as individual advertisements but as a comprehensive campaign for the brand,” notes Shapiro. “Logos, headlines, taglines, copy, and graphics should closely match other promotional vehicles the marketer is planning for this brand such as print advertising, TV commercials, sales literature, patient aid materials, etc. Everything should be coordinated and supportive to present a united image for the brand, even if the promotion will be ultimately targeted to different audiences.”

Contact Jack for more information regarding the proper conduct and use of medical market research techniques to assist your branding efforts or for a specific proposal.

“And be sure to visit our website, [www.JackShapiro.Com](http://www.JackShapiro.Com), to learn more about us,” Shapiro adds. “We are especially proud of our new in-house market research training program which clients are calling, ‘a perfect fit for today’s globally-recessed economy.’”

#### THIS MAN KNOWS ABOUT THE FUTURE OF HEALTHCARE

Jack M. Shapiro, an internationally known healthcare marketing consultant, futurist, broadcast journalist and public speaker is available for interviews.

Jack includes among his clients major pharmaceutical and insurance companies, advertising agencies, hospitals and manufacturers of medical equipment supplies and devices. Often quoted in the healthcare industry, general business, and lay publications, Jack has been a frequent guest on national television (ABC, NBC, MSNBC, CNBC, FOX, PBS and abroad on BBC and ITN) and radio as a commentator on healthcare trends and politics in the United States and overseas.

From 1997-1999, he was the host of “MEDI-POLITICS,” a nationally syndicated radio show focusing on the politics and future of healthcare as well as key legal and ethical issues. The show reached more than 40 markets in 26 states and an audience of 31 million people.

Jack has spent more than 40 years in the healthcare field, both in the U.S. and abroad. Before forming his successful research and consulting company, he held high-level management positions in marketing and market research with healthcare giants such as Wyeth and Pfizer.

He is currently writing a book about the future of American healthcare based on his long experience in the healthcare industry, in-depth interviews with leading experts who appeared on his radio show as well as on-going poll results generated by his market research company.

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About JM Shapiro Healthcare marketing Research and Management Consulting, Inc: We have been serving the global healthcare industry by providing market research and planning services since 1988.

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Tags jack m shapiro, medical branding, market research for medical branding, medical focus groups, medical interviews  
Email [Click to email author](#)  
Phone 201-441-9815

Address PO Box 1025  
Maywood NJ 07607  
City/Town Maywood  
State/Province New Jersey  
Zip 07607  
Country United States