



# PHARMACEUTICAL AND BIOTECH SOFTWARE

Risk mitigation and ROI assurance for the development and marketing of clinical trials management systems, medical and mobile devices

## Customer / Prospect Specific Wants and Needs Discovery for Features and Functionality

A statistically reliable and valid analysis of customer needs that reduces economic, development and market risk for:

- Clinical and laboratory management system software (CTMS)
- Medical and mobile devices for patient input, clinical and laboratory data, reporting, decisions
- For Pharmaceutical Sponsors, CROs, Central Laboratories, Medical Device Developers, Biotechnology Companies
  - Defining market size, demand side business drivers, growth rates and market valuations
  - Best in class offer developments
  - Willingness to pay
  - Revenue and ROI, specific markets

## Market Validated Opportunity Roadmap

Clearly articulated implications of competitors, products and services to optimize your market entry success while reducing risk.

- Qualitative and quantitative

## Prescriptive Customer Validated Feature and Functionality Capture and Reporting

Identification of customer and specific user needs along the complete value chain delivering a specific tactical and prioritized demand side input into product development.

- Qualitative and quantitative

## Opportunity Valuation vs. Return On Investment Assessment

Market valuation and rating and ranking of willingness to pay from target market decision makers.

- Input into your strategic go-to-market decisions; and
- Tactical product development next steps

## Experience

Del Mar Research & Consulting and Human Factors Research continue to combine their experience to assure clients develop effective solutions with superior business results.

This includes:

- ICTMS, EDC, eCRF, competitive enhancements, ease of use development for hand held devices (such as Oximeters) and medical software.

## Contact

Contact us today to find out more about mitigating risk and ROI assurance in the development and marketing of your clinical trials management system, medical or mobile device.

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## Profiles

### Joely Gardner, PhD.

- Former Director and US Practice Manager of Human Factors/Customer Experience Research for France Telecom Research and Development
- Former Director of User Experience Research and West Coast Practice Manager for Rare Medium, Inc.
- Board certified, licensed psychologist
- Specializes in market development and customer experience research
- Expert at applying rich research findings in creating step-by-step strategic change recommendations
- Directed numerous major research projects which ranged in scope from discovering "why customers invest in one brand of handheld device versus another brand" to comparing "customer satisfaction with high speed Internet access service and support." (Cable vs DSL)
- Co-author of a bestselling series of books based on research she did with David Gardner at Boston University on whole-brain psychology. There are currently 38 books in the series with over 1,000,000 copies in print in 7 languages
- Listed in "Who's Who in the World" and "Who's Who in American Women."

### David C. Gardner, PhD.

- Professor Emeritus, Boston University
- Chairman, Department of Business and Career Education
- Principal Investigator for several large Federal research grants
- Board certified, licensed psychologist
- Specializes in market research, customer experience research
- Expert at using group dynamics research methods to delineate and understand the emotional components of customer behaviors and choices
- Former Vice President Kaleidoscope Software, Inc.
- Member Board of Directors of the New England Securities Depository Trust Company of the Boston Stock Exchange
- Former Sales Engineer, Sales Manager, and Manager of Market Development for two Fortune 500 companies
- Co-author of a bestselling series of books with Joely Gardner based on research they did at Boston University on whole-brain psychology. There are currently 38 books in the series with over 1,000,000 copies in print in 7 languages
- Listed in "Who's Who in America" and "Who's Who in American Education"

### Jeofrey Bean, M.S. BM

- Principal of Del Mar Research and Consulting
- Expert in identifying and developing new high-margin products and services with specialized marketing
- Over 20 years of experience with small innovative companies and large successful corporations such as AT&T Data Services and Sprint Business
- Directed / developed AT&T's / Bell Laboratories first two successful Data Services marketing plans
- Developed market sizing, product features and go-to-market model for client LPL Financial Corp's "Software Advisory Data Platform."
- MS in Business Management
- Adjunct Professor of Marketing, Centenary College, Parsippany, NJ
- Professional Associations:
  - Board Member, San Diego Software Industry Council
  - Next Stage Technology Review Panel, CommNexus Emerging Technology