



## Marketing Research Services for Healthcare Marketers

Vincent McCabe, Inc. is a full-service marketing and product research company specializing in the use of advanced statistics. The company provides a variety of research services to assist medical and healthcare companies in strategic decision-making and goal attainment including such advanced methods as conjoint analysis, VanWestendorp pricing techniques, factor analysis, cluster analysis and psychometric testing.

### Company Background:

- Marketing intelligence research firm specializing in advanced statistics founded by Jean Vincent in December 2000. Successful, profitable operations since establishment.
- Executive Staff – Jean Vincent, President  
Brenda Dow, Vice President/Client Services  
Elissa MacLachlan, Master Statistician  
Claire Saint-Rossy, Research Analyst  
John Vincent, Chief Financial Officer
- Telephone interviewers – Group of 20 professional researchers with C-Suite and medical competency. International languages.
- Location – Skaneateles headquarters and NYC field office.
- Resources –
  - 10-person phone bank.
  - HIPAA compliant.
  - IRB and FDA compliant, as required by the assignment.
  - Internet-based surveys done in-house.
  - Panels for various groups available.
  - Focus group facility relationships around the country.
  - International contractors around the world.
  - Significant investment in software including SPSS, SAS, and proprietary software with Excel download capability for rapid data transfer.
  - Extensive industry knowledge

### Medical and Healthcare Experience Includes:

- Brand positioning studies and audits
- Ergonomic and operational product testing
- Evaluation of new products: develop optimum features, market projection, channels and pricing
- Evaluation of channel dynamics, sales factors and communications
- Comprehensive “Voice of the Customer” studies
- Product pricing models
- Customer affinity and customer satisfaction studies
- Competitive and environmental analyses
- Go/No-go due diligence studies
- Strategic planning and business intelligence
- Manufacturing quality control research
- Feasibility studies
- Other project-specific experience

### Expertise Includes:

- Focus group and panel moderation (Member of the Qualitative Research Consultants Association).
- Nominal group technique, brainstorming and ideation sessions.
- Executive interviewing, in-depth personal interviews and anthropological field observation.
- Surveys – phone, mail, fax and internet (e-mail/web) capability/experience.
- Standard and advanced statistics:
  - Multivariate Analysis
  - Conjoint Analysis
  - Cluster Analysis
  - Factor Analysis
  - Perceptual Mapping
  - Design of Experiments
  - Von Westendorf Pricing Models
  - Psychometrics

For more information, contact Jean Vincent at 1.315.685.7227 or [vincentjg@vincentmccabe.com](mailto:vincentjg@vincentmccabe.com).



**Philosophy:**

According to Vincent, the company founder, who has over 25 years of marketing and research experience, the firm continues to grow because in today's business climate marketers can't afford not to know what current and potential customers think about products and services, how competitors will react, how key customers make decisions, and how best to communicate with targeted markets.

"We enhance our clients' success potential by providing insights into essential questions before they make decisions on substantial investments to bring products and services to market," Vincent said. "Our advanced, Voice of the Customer research services are often used to determine what positioning, brands, features or benefits will increase return on investment and crystallize a company's approach to its market.

"An understanding that clients need the research information rapidly and in a form from which they can take action drives the overall Vincent McCabe business operation. The fundamental belief that research should be an investment, not an expense, permeates how we develop the research plan and execute the science that gives structure to the work.

"We never lose sight of the pressures our clients face and work to make the research process exciting yet stress free. We are always mindful of deadlines and budgets while developing actionable information and insights of immediate value to our clients."

**Clients:**

Vincent McCabe clients include market leaders such as Aspen Dental Management, Inc., Alliance Bank of North America, Independent Insurance Agents Association, Lockheed Martin, the Mellon Bank, Property & Casualty Insurance Association, Pass & Seymour/Legrand, Sempermed USA, Sunlight Medical, and Welch Allyn, Inc.

Specific references and case histories are available on request.

**An Invitation:**

To help businesses and organizations better understand how advanced statistical techniques can develop insights that standard analyses cannot, Vincent McCabe offer a one-hour seminar, free to interested clients and prospects. This session includes a demonstration of the use and power of such advanced techniques as conjoint analysis, factor analysis, customer mapping and psychometrics.

**For More Information:**

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*Jean Vincent, President of Vincent McCabe, Inc. has more than 25 years of experience in research. From automotive and aerospace to banking and healthcare, Jean has developed successful programs for leading companies around the world. She is an adjunct*

*professor of public relations research at Syracuse University, S.I. Newhouse School of Public Communications, where she received an M.S. degree in public communications. Her firm, Vincent McCabe, Inc., specializes in marketing research and is pioneering the use of advanced statistical techniques for "Voice of the Customer" studies and product research. For more information, call toll free 1.866.685.7227, visit [vincentmccabe.com](http://vincentmccabe.com) or e-mail Jean Vincent at [vincentjg@vincentmccabe.com](mailto:vincentjg@vincentmccabe.com).*