

The Ipsos Medical Devices & Diagnostics (MD&D) Centre of Expertise

Ipsos' MD&D CoE is embedded within one of the world's leading primary healthcare market research businesses. With our dedicated focus and unparalleled access to resources, we are well equipped to be your strategic partner.

A specialist global team

80+

MD&D experts in the Americas, Europe, APAC & MENA

20+

years of dedicated focus on MD&D research

500+

ad hoc studies conducted annually

160+

MD&D companies currently partnering with us

Embedded within Ipsos' structure

18

global service lines

75+

market research services

With unrivalled stakeholder access

65

countries with proprietary panels (HCPs, patients & payers)

30+

diseases in which Ipsos collects real world evidence

And complete compliance

We take compliance very seriously with a dedicated global healthcare compliance team and a quality programme upheld at all levels

And MD&D expertise supported by Ipsos' expertise & innovations

Quant MD&D Teams

Qual MD&D Teams



Social listening

Communities

Behavioural science

Advanced analytics

Neurosciences

Ethnography

User experience

Forecast modelling

Offering complete coverage across the spectrum of MD&D sectors

