



# KMR

KARCHNER MARKETING RESEARCH, LLC

## Experts in Conducting Circulatory/Cardiology Qualitative Research

### Therapeutic Related Co-Morbidities

- Acute MI
- AIDS/HIV
- Anemia (due to Cancer)
- Anemia (due to Iron deficiency)
- Anti-Obesity Compounds
- Atrial Fibrillation
- Blood Management
- Blood/Plasma Dialysis
- CABG
- Cardiovascular Disease
- Chronic Ischemic Disease
- DVT/PE
- Dyslipidemia
- Hemophilia A&B
- Hepatitis B
- High (HDL) Cholesterol
- High Triglycerides
- Obesity
- Hypertension/PAH
- Hypertriglyceridemia
- Lupus
- Metabolic Syndrome
- Peripheral Artery Disease
- Peripheral Vascular Disease
- Post AMI
- Primary Immune Deficiency
- TIAA
- Type 2 Diabetes
- Sleep Apnea
- Vaccines
- Venostasis
- Women's Health

### HCP Audiences

- Cardiologists
- Cardiology KOLs
- Clinical Cardiologists
- Diabetologists
- Diabetes Educators
- Endocrinologists
- Interventional Cardiologists
- Nutritionists
- Patients/Care Givers
- Specialty Pharmacists (Hosp/Ret)
- PCPs (FP/GP/IM)
- RNs

### Research Focus

- Basal-Bolus Insulin Therapy
- Bloodbank
- Brand Positioning
- Counter Detailing on Orals
- Diagnostic Testing
- Diabetic Kidney Disease
- Formulary Issues
- Gastric Bypass Surgery
- GLP-1 Receptor Agonists
- Infusion Devices
- Impaired Glucose Tolerance (IGT)
- MCO
- Message Testing
- New Product Development
- Nutritional Supplements
- Oral Anti-Hyperglycemics
- Patient Education Materials
- Patient Journey
- Patient Record Study (Global)
- Pen Apparatus vs. Syringe
- Physician/Patient Comm. Campaign
- Physician Receptivity to new
- Plasma Donor Journey
- Thrombin Inhibitor
- Physician Segmentation
- Vaccinations

For more information please call **484-854-1121** or visit [www.KMRInsights.com](http://www.KMRInsights.com)