AAOS 2027

Onsite Focus Group Guide

Would an Onsite Focus Group Help You Meet Your Goals?

This guide is designed to help you explore whether partnering with AAOS for an onsite focus group at the AAOS Annual Meeting is a good fit for your organization. No need to have every detail in place—this is simply a tool to help you envision the opportunity and spark next steps.

Is This Opportunity Right for You?

- ☐ You need qualitative insights to understand the "why" behind customer decisions and improve your products, messaging, and strategy.
- ☐ You want to engage directly with a specific orthopaedic professional audience.
- ☐ Your timeline aligns with the AAOS 2027 Annual Meeting (taking place March 3-6, 2027).

Why Partner with AAOS?

Grounded in AAOS expertise, this premium research channel delivers unmatched value for connecting with the orthopaedic community and driving meaningful impact.

Direct Access to Decision-Makers

Engage with practicing orthopaedic surgeons and allied professional in person who shape clinical practice and purchasing decisions.

Recruitment That Delivers

AAOS has a proven track record of recruiting hard-to-reach specialists—ensuring your session includes the voices that matter most.

Confidence in Quality

Participants are verified to meet your exact specifications, giving you peace of mind in an era where respondent authenticity is more important than ever.

AAOS
American Academy of Orthopaedic Surgeons

2027 Annual Meeting
March 3-6, Las Vegas, Nevada

Practical Tips for Success

Maximize your impact at the AAOS Annual Meeting with these proven strategies for hosting a successful onsite focus group. Whether you're gathering feedback on a new product or exploring unmet needs, these tips help ensure a smooth, engaging experience for participants—and actionable insights for your team.

Before the Session

- **Welcome with Ease:** Assign a team member to welcome participants and set the tone for a collaborative session.
  - AAOS will provide light snacks and refreshments and help with check-in and welcoming participants
- **Set the Stage:** Begin with introductions and ground rules to build trust and encourage open dialogue.

During the Session

- **Guide the Conversation:** Use printed materials, props, or product visuals to spark discussion and keep the session focused.
- **Capture Insights in Real Time:** Record key takeaways and memorable quotes immediately after the session to preserve context and nuance.
  - AAOS can provide video and transcription services for an additional charge.

Did You Know?

Partnering with AAOS means more than just space—it's strategic support from start to finish.

When you collaborate with AAOS, you gain:

- **Face-to-Face Access to the Leaders Who Shape Orthopaedics:** AAOS manages participant recruitment to ensure you're engaging with qualified professionals.
- **A Distraction-Free Environment:** Quiet, private spaces are secured and AV equipment is tested for seamless execution.
- **Verified Participants:** AAOS handles outreach and qualification to ensure your focus group meets your target criteria.
  - Including scheduling and all reminders up to the day of the event
  - Sunshine Act Compliance: We adhere to Sunshine Laws when engaging surgeons in focus groups. As a standard best practice and research code of conduct, we do not disclose participant identities unless we have their express permission. For surgeons, we use first names only during focus groups. Per the Insights Association, marketing research payments are excluded from public reporting under the Sunshine Act as long as physician identities remain unknown to manufacturer-sponsors and routine research protocols are followed
- **Onsite Logistics Support:** From signage planning to room setup, AAOS helps streamline the experience.
- **Post-Session Follow-Up:** AAOS sends thank-you messages and honorariums to participants.

Get started and submit your application here!