



Virtual

Focus Group

Opportunity

Would a Virtual Focus Group Help You Meet Your Goals?

This guide is here to help you explore whether a virtual focus group in partnership with AAOS could be a valuable fit for your organization. You don't need to check every box to move forward—this is simply a guide to help you envision what's possible and start the conversation.

Is This Opportunity Right for You?

- ☐ You're looking for qualitative insights to inform product development, messaging, or strategy. Qualitative research helps to understand the “why” behind behaviors, opinions, and expectations.
- ☐ You want to engage directly with a specific orthopaedic professional audience

Why Partner with AAOS?

AAOS offers a trusted gateway to the orthopaedic community—making it easier to connect with the right voices and gather meaningful insights.

Direct Access to the Right Experts

Engage with practicing orthopaedic surgeons and allied professionals who influence 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—especially important in today's research landscape where sample integrity is critical.

For more information email Angela Buckley at buckley@aaos.org

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ORTHOPAEDIC SURGEONS