

Junicon Celebrates 16 Years In Japan

2008 is Junicon's 16th anniversary in Japan and 6th since establishing our global network with hubs in the US and Europe. Junicon is a global healthcare market research and consulting firm.

Our focus on gradual and steady growth (12% average annual growth since inception) through excellent client service is a successful model for all involved. We take on 1 or 2 new global healthcare clients per year, and are proud to continue to serve some of our original clients.

Our goal moving forward is to serve more of our regional clients on a global scale. Junicon is well positioned to implement global projects; our unique collaborative process enables seamless regional hand-off or expansion of project management.

Junicon has in-house staff with interview and focus group moderation capabilities in English, Japanese, Cantonese, Mandarin, German, Spanish, French and Italian.

We recognize that healthcare professionals are an important part of our business and have streamlined our global systems to enable more frequent and efficient contact with over ten thousand hospital-based professionals worldwide. We expect improved efficiency in project implementation to bring additional benefits to our global clients in 2008 and beyond.

Junicon Expands Network in Europe



Following a very successful 2007, Junicon has opened a new location in Zurich Switzerland, our third in Europe. Junicon also has offices in Germany, Spain, the US, Japan and China.

The Junicon Zurich office is run by Flor Hidalgo, a project manager formerly based in Barcelona. See our website www.junicon.net for full contact details of the Junicon Switzerland location.

Sven Matthiesen Joins Barcelona Office



Junicon is pleased to announce the addition of Sven Matthiesen to the Barcelona team.

Sven is a graduate of Rostock University with a Master's degree in Marketing and Business Management and speaks English, German and Spanish. Sven is an important addition to our growing European operation.

Junicon Announces Donation to Doctors without Borders

Every year, Junicon donates 5% of global pre-tax profits to a charitable organization that we believe is making outstanding contributions to social or humanitarian causes around the world.

For this year, Junicon has chosen to donate to Doctors without Borders (Médecins Sans Frontières) www.doctorswithoutborders.org to support their aid to victims of armed conflict, epidemics and natural and man-made disasters. Our team chose this organization based on our own focus on the healthcare field. In the past, we have donated to 6 Friends www.6-friends.org for school building projects.

Trends in Market Research Timelines

We recognize a trend towards conducting market research at progressively earlier stages of the product development lifecycle for medical devices.

One aspect of this has to do with design. Technology and product concept assessments are being done at earlier stages and in more regions, often on a small scale and repeated over several design iterations.

Clients recognize the need to design devices to global market-driven specs. Different practices and preferences in various markets provide valuable input to the R&D process.

Another aspect is related to opportunity assessment and marketing strategy development for existing devices. Given the cost and time requirement for device registration, clients need to understand the opportunity relative to costs before moving ahead with the regulatory process. Product registration may no longer be an obvious choice.

In addition, many clients now want to have a detailed understanding of likely product positioning and marketing strategies at an early stage so that their regulatory activities—including clinical trial site selection—dovetail into their eventual launch strategy.

Junicon supports client decision making through primary market research and consulting at all stages of the device lifecycle, from technology and concept assessment through to customer satisfaction and utilization tracking.

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