



THE MARKETECH GROUP

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## THE MARKETECH GROUP & ELEMENTAL8 LAUNCH VOC HUMAN FACTORS CAPABILITY

**Davis, CA, August 9, 2010** – TMTG, ([www.themarketechgroup.com](http://www.themarketechgroup.com)) now offers VOC human factors studies in partnership with Elemental8, combining expertise in marketing research and design to create a highly specialized offering to the medical device industry.

Through acquiring highly focused voice of the customer feedback early in the design process, TMTG/Elemental8's research approach delivers a two-fold benefit to medical device companies: (1) product design becomes more streamlined, cost-effective, and attuned to market needs and, (2) regulatory compliance and medical-legal issues can be addressed simultaneously.

“Successful product introductions are built upon a solid foundation created early in the product development lifecycle,” said Stephen Hooper, CEO of Elemental8. “Though Elemental8's partnership with TMTG, we believe that we can play a key role in ensuring that the product design is driven by end-user needs.”

Human factors studies focus on the user interface with a device and represent an integral step in the product creation phase for medical devices. With expanded FDA regulations, (HE-75 2009) manufacturers will need to demonstrate greater specificity in regard to how they have met human factors standards and guidelines throughout the product design and development process.

To support effective medical device design, TMTG and Elemental8 human factors studies can be used to identify and understand foreseeable use error risk, control or mitigate use error risk in design and validate risk mitigation effectiveness through user testing.

“TMTG is accustomed to applying a user-centric/VOC approach in our marketing research,” said Mark Davis, Managing Partner of TMTG. “Applying human factor analysis research to enhance product design will allow us to assist our clients in creating winning products that can be brought to market quicker, more economically and with less risk.”

About The MarkeTech Group:

TMTG, ([www.themarketechgroup.com](http://www.themarketechgroup.com)) a CASRO certified, international marketing research and consulting firm, is the leading ad hoc Voice-of-Customer (VOC) solution provider in medical imaging. TMTG combines deep clinical knowledge and marketing research expertise to produce findings that allow its client to make critical business decisions quickly and confidently.

About Elemental8:

Elemental8, ([www.elementeight.com](http://www.elementeight.com)) is an innovative design driven team whose multidisciplinary approach yields user focused, brand relevant, and trend setting solutions for client's products and services.