



THE MARKETECH GROUP

March 2014

MEASURING the VOICE-OF-CUSTOMER in HEALTHCARE



The MarkeTech Group is now an ASOCS member

Nantes, France, March 11, 2014 - The MarkeTech Group is now a member of the French Association for market, opinion and behavior research in Healthcare (ASOCS).

Following May 21, 2013 decree of the Bertrand Law, The MarkeTech Group wished to foster its ability to communicate with the French National Medical Council (CNOM) and abide with forthcoming legal requirements, resulting in its membership with ASOCS.

The Bertrand Law imposes new requirements related to publishing details about compensation provided to healthcare professionals when participating in marketing studies commissioned by private companies producing or marketing health products.

About The MarkeTech Group:

For over 15 years, The MarkeTech Group has been a leader in providing global Voice-of-Customer marketing research to the healthcare, medical device and pharmaceutical industries. Our passion for excellence is not limited to revealing the voice of the customer, we go one step further to address our customers' unique business challenges and goals, as we strive to deliver highly actionable strategic or tactical recommendations.

If you would like more information please contact us at: +33 (0)2 72 01 00 80 or email Karen at kroncin@themarketechgroup.com.

Olivier Cotten

European Managing Partner

TMTG MEMBERSHIPS:



[Submit an RFP](#)



THE MARKETECH GROUP

The MarkeTech Group, LLC
502 Mace Blvd, Suite 15
Davis, CA 95618
PH: +1 530.792.8400
FX: +1 530.792.8447

The MarkeTech Group, SARL
3 rue Emile Pehan
44000 Nantes - France
PH: +33 (0)2 72 01 00 80
FX: +33 (0)2 40 48 29 40