

Run a Focus Group at the AAOS Annual Meeting

NEW!

Get direct, in-person feedback from orthopaedic surgeons and key professionals in the musculoskeletal community. Your company can engage with the individuals who influence and shape the future of orthopaedic care, gaining valuable insights to drive product development, innovation, and marketing strategies.



We Bring the Audience To You

AAOS will recruit your ideal audience and provide an optimal private space on-site so you can hold an impactful focus group with key orthopaedic decision-makers.



Tailored Data Collection

Customize your focus group agenda to align with your product goals or areas of interest, from product feedback to clinical needs or new innovations.



Strengthen Relationships

Build and solidify connections with a community that can support your company's growth and presence in the orthopaedic marketplace.



Real-Time Feedback

Gather timely insights into your products or services, understand emerging trends, and refine your strategies to better meet your needs.

The Easiest Focus Group You'll Ever Conduct

We'll bring the participants to you, all you need to do is:

Contact AAOS

Reach out to our Business Development team to learn more and set up your focus group. You'll tell us your goals and ideal audience, and we'll gather attendees and secure the space.

Make Your Plan

Prepare to run your focus group by defining your discussion topics and gathering any materials you need to bring.

Meet Us There

Come to AAOS 2025 in San Diego and your focus group will be ready for you! We'll connect with you in advance to provide the details on when and where.