

Celebrating 20 years of MD Analytics!

— Since 2003 —



In 2023 MD Analytics celebrates its 20th anniversary

What was happening at MD Analytics in 2003

 **MD Analytics**® MD Analytics is incorporated.



Results from our first market research survey on “What physicians would really like to tell their patients” are published as a cover story for Reader’s Digest.

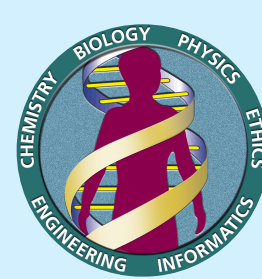


Online surveys are a relatively new concept and therefore contest-based incentives for the latest hot tech – like a Palm Pilot – are offered for participation instead of individual cash payments.

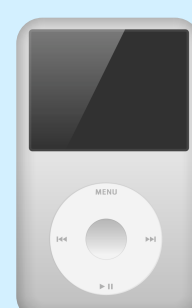
What else was happening in 2003?



Netflix is still mailing DVDs and most people in North America are using dial-up internet.

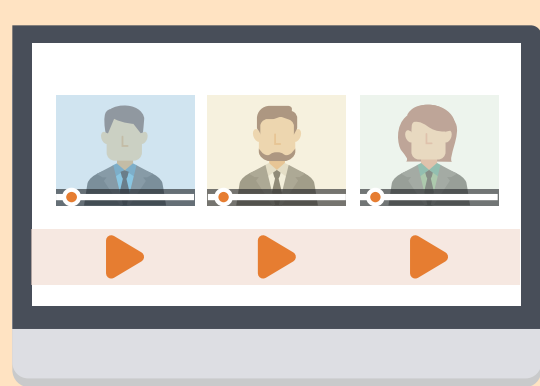


The human genome project completes it’s 23-year mission to sequence all human genes.



Apple launches iTunes music store – the iPod is going strong, and the iPhone is still 4 years away.

2003



Our Rapid Detail Tracker service is introduced.

2008



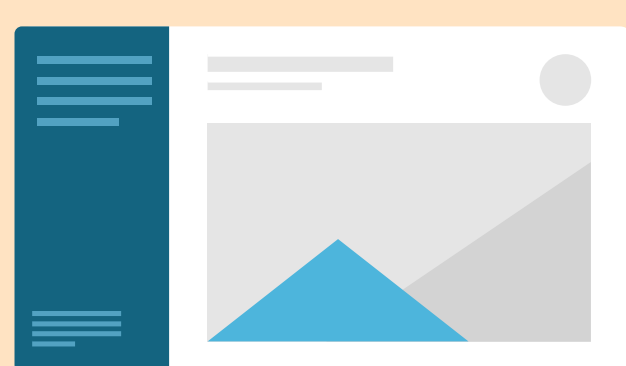
We validate a new Quality of Life measure in Canada and present the findings at the Canadian Pharma Market Research Conference.

2010



MD Analytics unveils a new logo and visual identity.

2012



The Report Design team is established, forever changing the way market insights are delivered and consumed by our clients.

2014



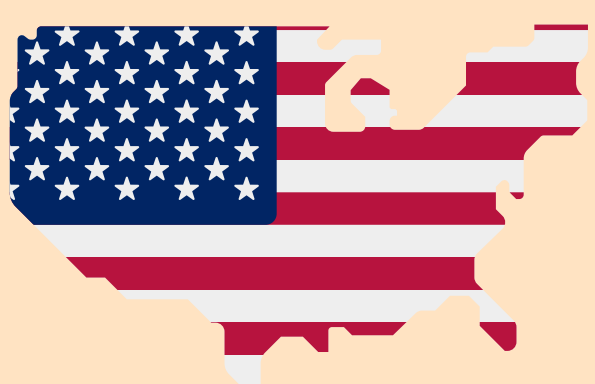
We add Qualitative Research to our service offering.

2015



MD Analytics becomes a fully virtual company.

2018



MD Analytics incorporates in the USA.

2019

2023

New

MD Analytics launches its Adaptive Learning Model.

We couldn’t have made it this far
without the support of our clients and
our panel of healthcare practitioners.

We’re looking forward to the next 20
years, thank you!

