Quantitative Survey Group

Custom, Proprietary Data Analytics
Healthcare

Wendy D. Farina

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Quantitative Survey Group | QSG: What We Do

- Customized, analytically robust surveys across multiple sectors
- Statistically significant/large sample sizes; global reach
- High-quality, company, industry and sector insights & unique data points
- Syndicated (limited distribution) as well as exclusive (one-on-one) studies/projects
- Anonymous/aggregated online responses; non-cash incentives; honorariums for physicians/other healthcare professionals

QSG Differentiators

- **Provides an edge to facilitate and validate investment decisions and hypotheses**
- **Speed** (turnaround time approximately 2 weeks)
- **Competitive cost**
- **Panel size/reach** (private panel & *global* panel partnerships, incl. WebMD; access to millions)
- **Efficient/compliant replacement or supplement to expert networks**
- **Growing portfolio of clients across multiple channels** (institutional investors, private equity/VC firms, corporations/C-Suite executives, consulting firms, law firms, etc.)
- **Deep quantitative research competencies to support key strategic and tactical initiatives/objectives across many use cases** (acquisition strategy/due diligence, sales and spending trackers, pricing elasticity analysis, satisfaction ratings, voice of the customer, etc.)

Key Stats

- **Group originally launched in 2008 and is now comprised of 5 professionals**
- **More than 300 clients overall including investment firms (institutional, private equity/venture capital) plus corporations, consulting firms, and others throughout U.S. Europe and Asia**
- **Historical database/data library is both broad and deep**
  - 350+ current and recurring surveys
  - 500-600 companies under coverage across all industries
  - Up to 15 years of historical research and data
- **95% of custom research is client driven**
- **85% repeat/retention rate**

QSG...Customized Use Cases

- Quantify and track market share and penetration, top and bottom-line performance and potential
- Evaluate the landscape including ranking direct competitors
- Quantify total addressable market (TAM) estimates and opportunities
- Measure customer satisfaction ratings including Net Promoter Score NPS ratings
- Pricing elasticity analysis; measure the impact of prices increases/changes
- Track technology and other operational spending trends

Broad Sector Coverage

- AI, Cloud Infrastructure, and Data Centers
- Consumer (Staples & Discretionary)
- Internet and Enterprise Software
- Technology, Media & Telecommunications (TMT)
- Healthcare
- Other (Energy, Engineering & Consulting, Financials, Industrials, Business Services, etc.)

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- **Examples of insights/information we can gather:**
  - Competitive brand position
  - Satisfaction levels
  - Past/current/future usage trends
  - New device/treatment adoption rates
  - Market share trends
  - Treatment efficacies and side effects
- **Examples of industry categories we can study**:
  - Healthcare devices/equipment/supplies
  - Healthcare services/facilities
  - Managed healthcare
  - Pharmaceuticals
  - Biotechnology
- **Studies target qualified physicians & other healthcare professionals (e.g., surgeons, PCPs, specialists, etc.)**

Recent/Current Healthcare Case Study: PAD (peripheral artery disease treatment devices)

- **300 interventional cardiologists, interventional radiologists and vascular surgeons who treat peripheral artery disease (PAD)**
- **Biannual deployment schedule (began Aug ’15)**
- **Key takeaways:**
  - Rotational is the most common type of atherectomy procedure, followed by directional, orbital and laser
    - Each procedure category has a clear market share leader; generally high satisfaction levels and future usage intentions
  - During angioplasty, plain balloons are currently utilized more frequently than drug coated balloons, but future intentions indicate higher growth potential for drug coated
  - Significant future growth potential for device usage in both coronary atherectomy and in-stent restenosis

Other Representative Healthcare Co-comm Studies*

- Colorectal Cancer Screening (EXAS)
- TAVR U.S. and Europe (BSX, EW, MDT, STJ; transcatheter aortic valve replacement devices)
- CGM Physicians U.S. and Europe - targeting Endocrinologists (ABT, DXCM, MDT; continuous glucose monitoring systems)
- CGM Patients - targeting diabetic patients (ABT, DXCM, MDT; continuous glucose monitoring systems)
- Anti-CGRP drug Therapies (TEVA, LLY, AMGN, ALDR; migraine headache treatments)
- NIPS (ILMN, NTRA; non-invasive prenatal screening)
- Intuitive Surgical (ISRG)

Pricing

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Co-commissioned studies:

- Standard rate: $6,500-$10,000 per study (will vary based on specifications)

Exclusive studies:

- Estimated range: $17,500-$40,000+; varies by study depending on sample incidence, size, study length, complexity, translation, etc.
- International studies are priced separately

QSG Team Bios

Wendy D. Farina – Head of Quantitative Survey Group | QSG

Wendy serves as the Head of Quantitative Survey Group | QSG at Roth Capital Partners. Wendy spent nearly 15 years at MKM Partners prior to Roth's acquisition of the firm in 2023. Prior to MKM, she spent over 20 years as a business strategist in the management consulting industry focused exclusively on consumer businesses. Wendy made the shift to Wall Street in 2006 when she joined Vardon Capital Management, LLC, a NYC-based investment management firm focused on consumer equities. While at Vardon, Wendy built a primary research platform that she continues to leverage at Roth MKM which facilitates high-quality actionable research at significant cost and speed advantage for clients. Prior to Vardon, Ms. Farina was a Principal with Kurt Salmon Associates. Ms. Farina is a graduate of the City University of New York/Baruch College where she earned her Masters of Business Administration, with honors. Wendy also graduated from The University of Arizona where she received her B.S., with concentrations in merchandising and marketing. Additionally, she earned a Post Masters degree in Accounting from The Leonard N. Stern School of Business at New York University.

Cheryl DeGroat, Executive Director – QSG Business Development/Institutional Sales

Cheryl DeGroat serves as Executive Director, QSG Business Development/Institutional Sales at Roth. Prior to the acquisition by Roth, Cheryl was a member of the MKM Quantitative Survey Group | QSG development team. Prior to this role, she served as a senior institutional equity research salesperson in MKM's Stamford office. Ms. DeGroat has also held positions at Guidepoint Global Group and Morgan Stanley & Co.. She holds a B.A. in Political Science from Fordham University.

Isabella Luciano – Associate

Isabella (Bella) Luciano serves as an Associate on the QSG core research team at Roth. Bella joined Quantitative Survey Group in August 2021 and supports all aspects of our research process. Bella holds a degree in Economics from Boston College.

Matt Bielawski, Executive Director – Senior Analyst

Matt Bielawski serves as Executive Director on QSG's core research team at Roth. Matt rejoined MKM Partners in June 2021 after transitioning in 2016 to an independent consulting role. Matt originally joined MKM Partners in June 2011 as a Research Associate covering the Communications Equipment and Mobile Technologies sectors. In the summer of 2013, he joined the MKM Quantitative Survey Group | QSG as an Analyst. His professional experience includes product design and process engineering at multiple technology companies. Matt holds an M.B.A., majoring in Finance and Accounting, from Indiana University's Kelley School of Business and a B.S.E. in Chemical Engineering from the University of Iowa. He is a CFA charterholder.

Jane Friman, Executive Director - Research Implementation Manager

Jane Friman serves as Executive Director on QSG's core research team at Roth. Jane joined MKM Partners in April 2014 as a Research Associate in the MKM Quantitative Survey Group | QSG Group. Jane brings over 10 years of market research experience to the QSG including project management and development, survey design, programming, field monitoring and data analysis. Prior to joining MKM Partners, Jane was a Project Manager for MarketTools, Inc. where she managed multiple online market research projects simultaneously. She also served as Project Director for Perception Research Services where she oversaw multiple consumer goods packaging research projects, in both domestic and international markets. Jane received a B.A. in Psychology from Rutgers.

Disclosures

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