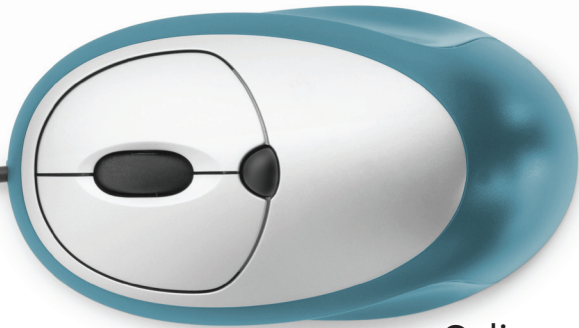


## Are you Utilizing the Best Methodologies?

In April 2009, using our internet-based tool *OlsonOnline™* and proprietary healthcare database, Olson Research surveyed more than 500 US-based primary care physicians, oncologists, endocrinologists and rheumatologists about the types of market research studies that they have participated in over the past 12 months. We also gained insights into how market researchers can make participating in these studies more enjoyable.



Online  
80% / 81%

Most Frequently Used Methodology ■ (n=471)

Most Enjoyed Methodology ■ (n=500)



Telephone  
10% / 8%



In Person  
6% / 6%



Focus Groups  
4% / 5%

## Preferred Research Purpose

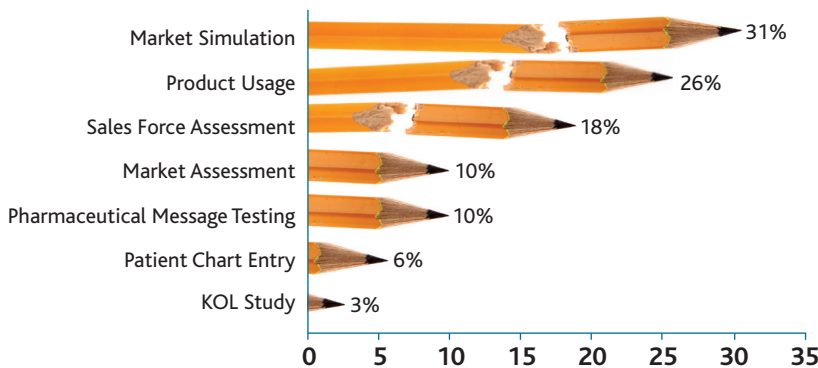
(n=500; top two box scores)



### Suggestions for improving market research surveys

- Online respondents would like shorter surveys with fewer but better questions.
- Those participating in studies with a live interviewer suggested shorter surveys, more flexible schedules and more knowledgeable interviewers.

## Discontinued Surveys by Research Purpose



- Half the physicians polled have discontinued a survey before completion.
- Significantly more oncologists than PCPs and rheumatologists have discontinued a survey before completion.
- Nearly a third of the discontinued survey types were market simulation studies and a quarter were product usage studies.
- The most common reason for discontinuing a survey was that it was too long and time consuming.

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