

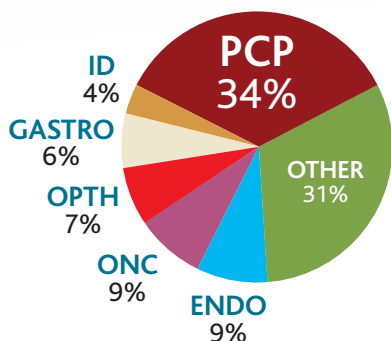
OLSON RESEARCH GROUP INDUSTRY INSIGHTS

Volume 4: Issue 5

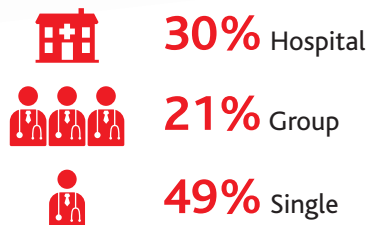
How Are Physicians Utilizing Mobile-Based Survey Tools?

Olson Research is launching a new mobile-based version of its online survey software platform *OlsonOnline™*. Using this new mobile tool, and fueled by our proprietary healthcare database, we surveyed 100 US physicians including a mix of PCPs and specialists from a variety of practice settings to gain a better understanding of how these mobile tools can best be utilized in marketing research studies across the healthcare spectrum.

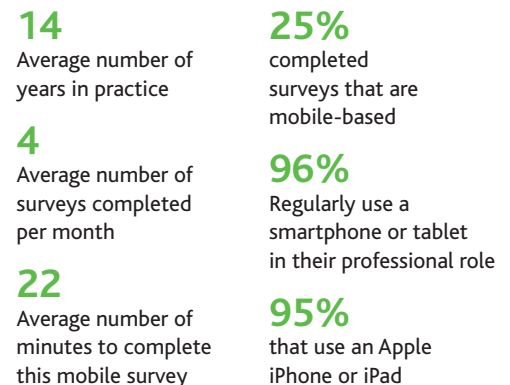
Physician Breakdown By Specialty



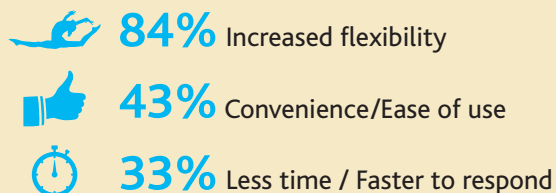
Practice Type



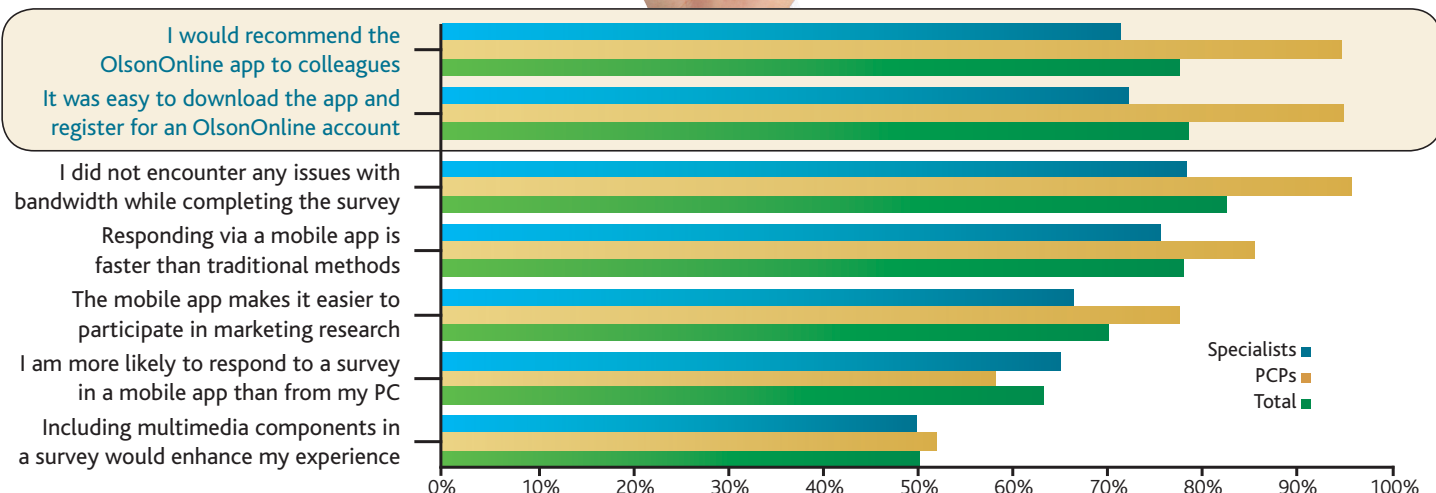
Key Findings



Physicians surveyed cited the following main benefits of responding via their mobile device:



Among physicians surveyed, 92% indicated being open to "in-the-moment" decision recording, which illustrates the increasing role that mobile applications will play in the healthcare market research industry.



ORG Industry Insights is the sole property of Olson Research Group, Inc. No part of it may be circulated, quoted or reproduced without prior written approval of Olson Research Group, Inc.

For additional insights or to provide suggestions on future

Industry Insights topics, please visit www.olsonresearchgroup.com

PA TEL: 267.487.5500 • CA TEL: 650.450.9700 • info@olsonresearchpa.com