

Healthcare Marketing Research Excellence

Olson Research Group is proud to announce that 2015 marks our 20th year partnering with our clients to deliver accurate, fast, and actionable research results that support their marketing decisions.

How did we get here? Here's what our clients say:

WHY DID YOU HIRE US?

"You go the extra mile, you are very responsive and you literally dig into the project and you are also very involved in the study. We have a relationship that is a partnership."

"You have a very good way of managing expectations and a commitment to quality that is rare in this industry."

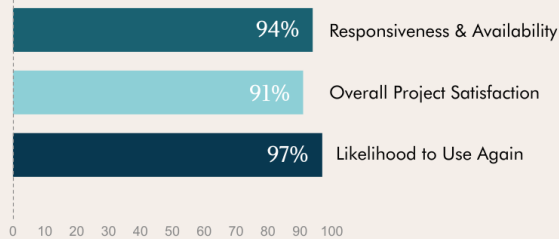
"From the recruiting perspective, compared to others, I have been happier with Olson. You can get more and better respondents, and your PMs are more technically savvy. Olson's experience on the quant side is always perfect programming, never a mistake, and really meets our needs."

"Managers on our projects are incredibly responsive. The quality of respondents has been great, and the turn-around time quick. Your costs have been very competitive so far and have fit within our budgets."



"We hired you because of the confidence we had in your ability to get the targets we were looking for and because of the quality of your respondents."

YOUR SATISFACTION WITH OLSON RESEARCH?



HOW WAS YOUR PROJECT EXPERIENCE?

"The project manager did an exceptional job with a challenging recruit that **required close management of the client's target list**. The PM paid very close attention to the many details involved and **was proactive with suggestions to keep recruitment moving along**. Always a pleasure to work with the Olson team!"

"This kind of **commitment I haven't seen with other survey programming/fielding partners** I've worked with before."

The Olson project manager was **an absolute pleasure to work with** throughout the project. She made me feel at ease, even with our difficult recruit. The **respondents were all high quality**, and the manager on the project did a fantastic job getting their pre-work in advance."

"On behalf of our team, I'd just like to say that we were very **impressed throughout this project with your service, rapid turnaround time, and high quality of work**. We understand that this was a very ambitious project to complete on our accelerated timeframe and **we couldn't be happier with the results**. Thank you for your excellent work and for being extremely adaptable to make this project a success. We look forward to working with you again on future projects."

Sources:
Why Did You Hire Us results gleaned from 2014 client post-project interviews.
Overall Satisfaction Scores: Top 2 Box results from End of Project email survey.
Project Experience from End of Project survey comments and unsolicited testimonials.

For a full list of client testimonials visit www.olsonresearchgroup.com/about/testimonials