

Spotlight On: Oncology Research

The importance of the ability of fieldwork agencies to reach oncology decision makers cannot be overstated. The US healthcare system is expected to spend more than a staggering \$150 billion treating cancer by 2020. Compounding this, of the 20 orphan drugs expected to reach blockbuster status by 2018 (+\$1B in sales), 13 are oncologic agents.

In the next few years, it will be imperative that healthcare marketing research agencies offer clients the ability to efficiently identify and reach appropriate oncologists in order to support the delivery of fast and actionable research results.

Olson Research Leads in Oncology Marketing Research

In the last 18 months, ORG has conducted over 300 oncology marketing research studies (180 quant/130 qual)

Quantitative execution includes patient chart studies, conjoint, tracking, and sales force effectiveness

Qualitative efforts encompass TDIs, IDIs, online and traditional focus groups

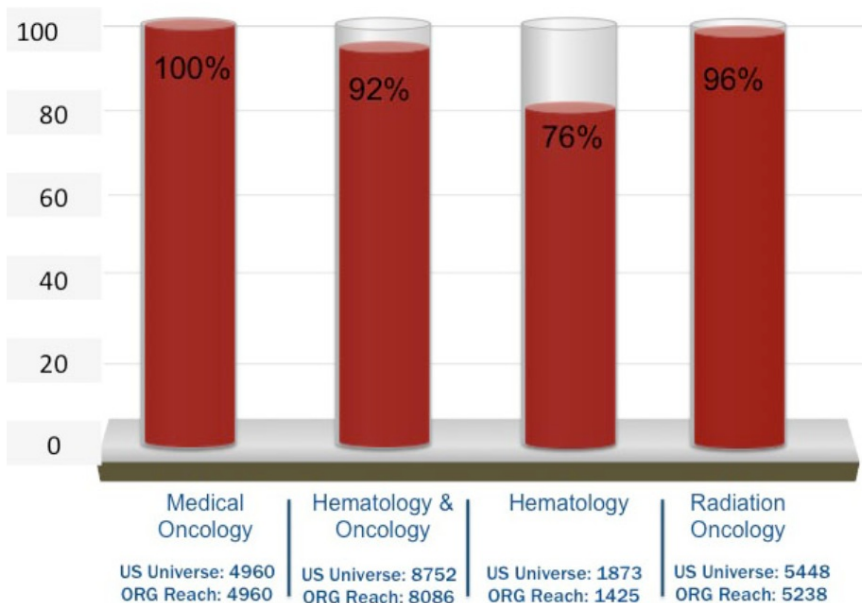
Rapid turnaround with n=100+ sample size quant projects fielded in less than 1 week

Ability to reach n=300+ sample size for individual quant projects

Experience spanning the entire spectrum of hematologic and oncologic ailments, from common solid tumors to the most rare forms of Lymphoma or Leukemia and all areas in between



Unmatched Oncology Access



Our oncology reach also includes 1021 Gynecology Oncology specialists.

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