

Put Rapid Results to Work For You

Our Rapid Results solution provides a quick and easy way to obtain valuable market knowledge to support corporate strategy, business development decisions, or product/brand management questions. Intended for straightforward research needs, studies can go live within 24 hours, and results can be available in one week.

Read on for some recent real-world situations where Rapid Results delivered actionable data and recommendations to enable clients to make informed decisions under aggressive time constraints.

Price Sensitivity

01



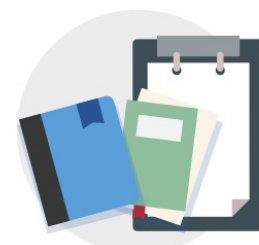
PROBLEM

Need for quick read on payer's reaction and sensitivities to potential price change to a therapy; broad assessment of current therapy market landscape required to put results in proper perspective



SOLUTION

15 qualitative in-depth interviews with Pharmacy Directors and Medical Directors



TIMING

6 days: Discussion guide developed jointly with client and recruiting and scheduling occurred in tandem. Topline results and full data as deliverables

Preference Share Assessment

02



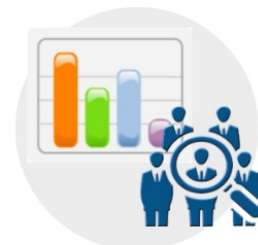
PROBLEM

Client in need of primary research to evaluate a new asset with unique mode of delivery for treatment landscape; product is an oral agent with good efficacy but with a significant safety warning



SOLUTION

10 qualitative in-depth interviews followed by online quantitative exercise with 100 Specialists



TIMING

2.5 weeks for full recruitment and fielding. Deliverables include topline findings as well as current treatment regimen understanding and recommendations on perceived desirability of new entrant

Asset Acquisition

03



PROBLEM

Client exploring a potential acquisition of a therapy in an active market; need for very fast turnaround on reaction to product profile and clinical data to determine likely tier placement and how this might change based on several pricing scenarios



SOLUTION

15 qualitative in-depth interviews with Pharmacy Directors and Medical Directors



TIMING

3 days: Guide development, recruitment, fielding and full data set. Additional analysis delivered provided a clear understanding of the market landscape and recommendations for cost management and appropriate tier placement

Olson Research's Rapid Results platform is a powerful tool that can provide actionable research on an aggressive timeframe.

Let us design a fast feedback mechanism for your specific research needs.