

Olson Research Group

At A Glance

Who We Are

Olson Research offers a full spectrum of qualitative and quantitative market research services across the life sciences sector. Our goal is simple -- to deliver meaningful data on target with your objectives, within your timeline and budget.

What We Do

Qualitative Research



Screeners
Targeting
Development
Discussion Guide Design
Targeted Recruitment
Moderation
Summary Reports

Quantitative Research



Survey Design
In-house Customized Programming
Client Access Portal
Data Tabulations
Summary Reports

What Sets Us Apart



ACCESS

Our healthcare database provides access to 8 million contacts across physicians and other non-MD degreed healthcare professionals. This, along with our network of international recruiting partners, allows for global capabilities with a single point of contact.



EXPERIENCE

Our team of seasoned project managers has on average 7+ years of industry experience, and overall we have successfully completed over 20,000 fieldwork projects. This experience provides a solid understanding of the entire marketing research process, enabling ORG to proactively identify solutions to address potential fieldwork issues.



APPROACH

Olson's flexible and collaborative approach to each project goes beyond "cookie cutter" project flows. Our in-house programming and project management teams offer customized deliverables, as well as extended services to best fit your needs.

OLSON RESEARCH GROUP, INC.

1020 Stony Hill Road, Suite 200
Yardley, PA 19067
267-487-5500

www.olsonresearchgroup.com