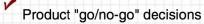
Spotlight On: Rapid Results

Our Rapid Results solution provides a quick and easy way to obtain valuable knowledge for corporate strategy, business development decisions, or product management questions. Intended for a brief, univariate online survey methodology, studies can go live within 24 hours, and results can be available in one week.

Use Rapid Results for fast-moving situational intelligence needs such as:



Significant market event occurrence

DUBLIT

- Acquisiton or merger insight
- ✓ Change in product landscape

Rapid Results in Action



A disruptive market event occurred during final stages of acquisition negotiations requiring immediate feedback on the effect of the event on the potential acquisition.



Instrument jointly created, launched via online platform. Relevant stakeholders recruited for participation resulting in 300 completed surveys to provide direct analysis of the event.



TIMING

5 days: Survey developed on a Thursday, launched the next day. Analysis began on Sunday evening, with results sent to client on Monday morning. Final key findings report delivered on Tuesday.



Multinational company considering the acquisition of a new asset required in-depth feedback on the therapeutic product profile (TPP).



Qualitative depth interviews, including the development of appropriate discussion guides for multiple stakeholders in the therapeutic space, with a target of 15 total discussions.



7 days: Guides created Wednesday, first discussions on Thursday. Key findings report of delivered on Tuesday.



Qual



Global pharmaceutical
Business Development team
needed to make quick and
informed decisions regarding
various assets under
consideration.



10-12 TDIs and a corresponding quant survey with 50-100 respondents. A consistent research design allows for aggregate analysis across therapy area assets.



Currently six hybrid projects of this nature have been completed, with a duration of between 5-8 days.

Whether an individual study or a consistent, ongoing approach such as the Hybrid example above, Olson Research's Rapid Results platform is a powerful tool. Let us design a fast feedback mechanism for your specific research needs.

Olson Research Group, Inc. 1020 Stony Hill Blvd, Ste. 200 Yardley, PA 19067 267-487-5500

