

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:

- ✓ Product "go/no-go" decisions
- ✓ Acquisition or merger insight
- ✓ Significant market event occurrence
- ✓ Change in product landscape

Rapid Results in Action

Quant



PROBLEM

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



SOLUTION

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.

Qual



PROBLEM

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



SOLUTION

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



TIMING

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

Hybrid



PROBLEM

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



SOLUTION

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



TIMING

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



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22 Years of Industry Excellence

www.olsonresearchgroup.com