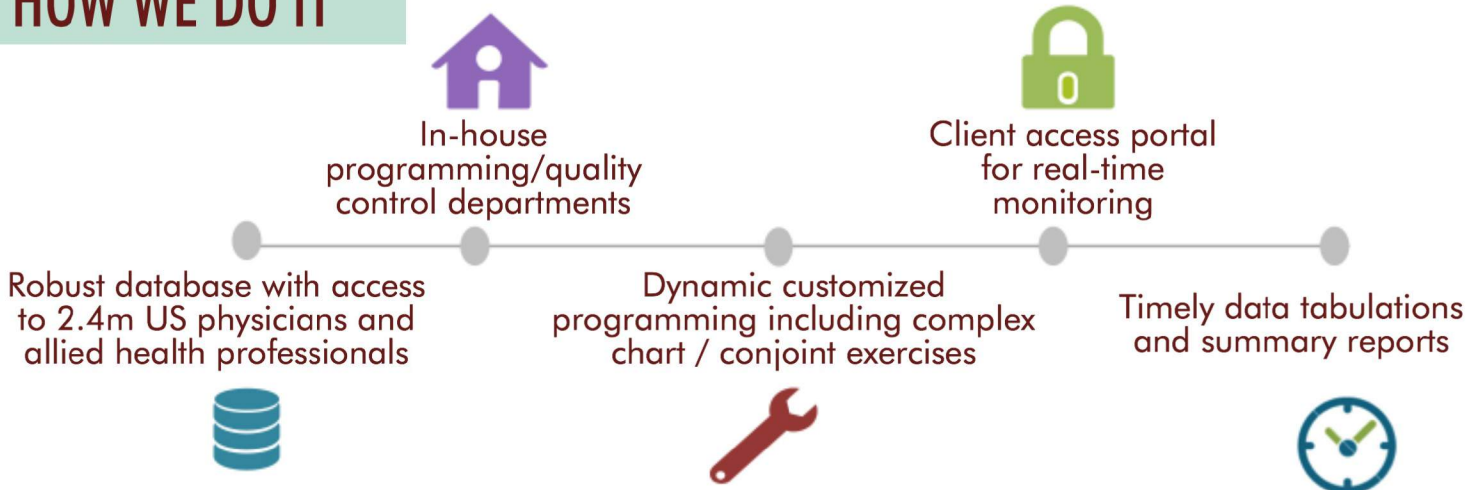


Olson Research - Key Differentiators

As a leading fieldwork agency in the healthcare space, Olson Research is uniquely positioned to deliver on quantitative research projects. Our quantitative capabilities encompass data collection from simple, univariate needs to highly complex, multivariate surveys. Our proprietary tool allows for quantitative results in as little as one week, while our ability to custom develop complex inputs such as chart studies and conjoint exercises is extremely robust.

Here's a snapshot look at how we delight our quantitative clients:

HOW WE DO IT



CASE STUDIES

QUANTITATIVE TRACKING STUDY

Ongoing message recall and sales force effectiveness tracker for disease treatments



OBJECTIVE

100 physicians completed a monthly tracking study testing messaging for several products. Respondents must have been detailed on the client's product within the past 7 days to qualify.



METHOD

Recruitment and fielding for all waves. Summary report with data tracking on key questions across waves.



DELIVERABLES

~5 days in field each month, 3-5 days for results



TIMING

QUANTITATIVE ORPHAN ILLNESS ATU & MESSAGE TRACKING

Tracking awareness and perceptions of disease, company, therapeutic products, and services

Established a panel of treaters as well as patients to be pulsed quarterly. 30-40 treaters and 30-40 patients participated in each wave.

Recruitment and fielding for all waves. Cross tabs and summary report with data tracking on key questions across waves.

2-4 weeks fielding per wave, ~1-2 weeks for results

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Healthcare Marketing Research
22 Years of Industry Excellence