

Olson Research Group

What Sets Us Apart?



ACCESS. Our proprietary healthcare database provides access to 2.4 million contacts across physicians and other allied health professionals. This robust resource is superior to a panel methodology because it mirrors the AMA prescribing universe and affords a much broader recruitment pool than a pre-recruited panel.



APPROACH. Olson's collaborative approach to each project goes beyond "cookie cutter" project flows. Our in-house programming and project management teams, combined with an off-shore team programming department offer customized deliverables, as well as 24/7 project execution.



EXPERIENCE. Our team of seasoned project managers have an average of 10 years of industry experience, and have successfully completed over 25,000 healthcare fieldwork projects. A solid understanding of the marketing research process enables us to proactively identify solutions and address challenges head-on.

Qualitative Spotlight



Global pharmaceutical company required immediate feedback from stakeholders on a recently released therapeutic data at an industry conference



5 days: Study initiated Friday afternoon, kick-off call, recruitment and guide creation completed Monday, topline data finalized on Wednesday



15 depth interviews with targeted physician specialists with detailed knowledge (not just awareness) of recent clinical data



- Agile Project Management
- Superior quality of respondents
- Holistic recruiting

Quantitative Spotlight



Global pharmaceutical company request to consistently monitor prescribing trends and combinations over time and assess market events in real-time



Study fields for 6-8 weeks, with a slight pause before continuing fieldwork for the next quarter



80-90 US physician specialists surveyed on a quarterly basis



- Align process with client needs
- Robust programming
- Consistent quota achievement
- Implement respondent fatigue tools to boost engagement

Recent Client Feedback

"I wanted to extend my sincere appreciation for being such great business partners. I am impressed with your "can-do" attitude and your customer focus. Working with you is always so pleasant. In many cases, you provide a unique perspective to this challenging field. You quickly understand the needs of our research and translate those needs into quick proposals and action. You always offer solutions instead of road blocks. You listen carefully to what we need and respond with ideas and suggestions. When working with the surgeons during live interviews, you quickly establish rapport, resulting in valuable insights that help us with our development efforts. You always offer good suggestions on how to make our projects better. For my last request, you were able to work with my tight timeline even when everyone was crushed with year end chaos!"

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Marketing Manager
Medical Device Company

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Olson Research Group, Inc.
Healthcare Marketing Research
24 Years of Industry Excellence

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