

Rapid Results: A Powerful Tool

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

Qualitative Case Study



Multi-national 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 on Wednesday, first discussions set for Thursday, Key findings report delivered the following Tuesday.

Quantitative Case Study



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.



5 days: Survey developed on Thursday, launched Friday. Analysis began Sunday evening with results sent to client on Monday morning. Key findings report delivered on Tuesday.

Hybrid Case Study



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



10-12 depth interviews and a corresponding quant survey with 75 respondents. A consistent research design allowed for aggregate analysis across therapy area assets.



Six hybrid projects completed to date, each with a duration of 5-8 days.

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