

Trusted Marketing Research Expertise

Olson Research Group is a premier marketing research agency providing full-service marketing research to the healthcare, pharmaceutical and life sciences industries.

What Sets Olson Research Group Apart?



ACCESS: Accurate, comprehensive source of US provider data, extensive reach with all other allied health professionals including nurses, hospital and facility purchasers, KOLs and payers.



APPROACH: Flexible offerings and pricing based on relationship building as the goal; the majority of our client partnerships are long-standing relationships.



EXPERIENCE: Senior-level consultants each possess 20+ years of healthcare marketing research expertise; dedicated qualitative and quantitative project managers, with an average of 10+ years of experience.

Your Partner Across the Product Lifecycle



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Healthcare Marketing Research



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