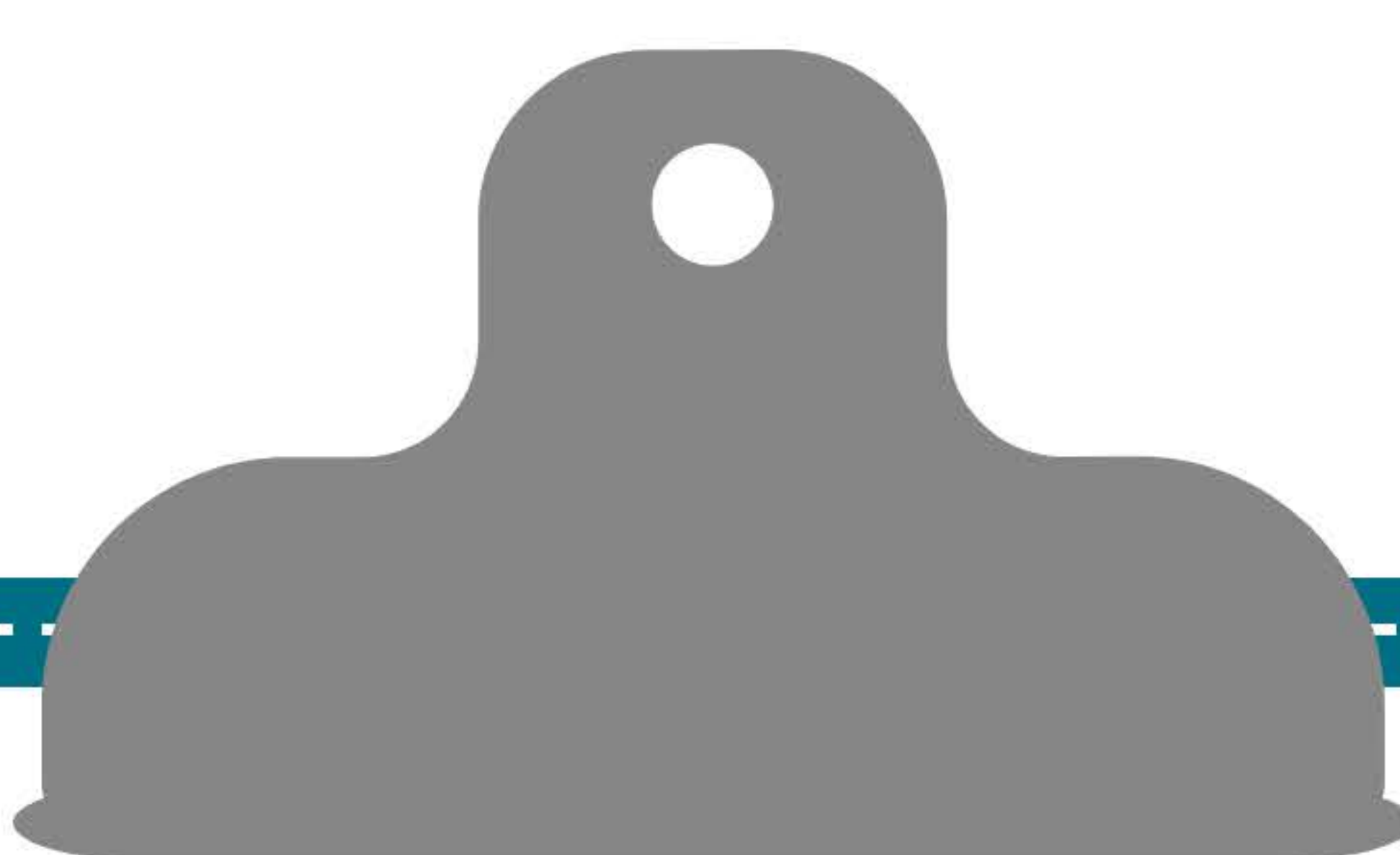




## Utilize Olson Research's Proprietary Qualitative Process For Research Success

Qualitative research has never been more challenging. Criteria to reach the desired respondents is increasingly nuanced, timelines are aggressive, and the insights that stem from the research must be immediately actionable.

Here are five ways we have found to exceed client expectations in qualitative research.



### Start With the End in Mind



- ✓ ORG Engage leverages over 27 years of healthcare primary research to scope and design your research appropriately
- ✓ Our senior research executives, each with 20+ years of experience, begin by understanding how the research results will be used, and by whom, so the study design is on point

### Leverage Partner Expertise

Qualitative research is most successful when your fieldwork partner is experienced and able to provide sound recommendations, at project outset, during fielding, as well as when communicating research findings.

- ✓ Olson Research dedicated Qualitative Project Managers have an average of 12+ years of direct experience; this expertise can help break through barriers of recruiting
- ✓ Our moderators and researchers are seasoned and possess strong therapeutic expertise which lends deeper context to reporting results and recommending next steps



### Stay Nimble



- ✓ The ORG Engage fielding process is designed to allow project managers to quickly react to fielding challenges as they arise
- ✓ Our one point of contact allows for tweaks in direction to ensure the research remains on time and on budget

### Tap Into Robust Sample

ORG Engage is designed to seamlessly integrate multiple sampling partners to account for niche segments as well as multi-country engagements

- ✓ Our proprietary US healthcare database provides unparalleled access to healthcare decision makers such as physicians, hospital executives, pharmacists and other allied health professionals



*Thank you, Olson Research! After struggling with another recruitment organization, we turned to you for assistance. You were able to schedule all remaining recruits that we needed within just a couple of days. We are happy and our clients are happy, and that is what matters!*  
Senior Project Manager

### Use Qual to Close the Loop



- ✓ When the subsequent quantitative phase uncovers areas that require additional clarity, the ORG Engage platform can quickly initiate a small follow-up qualitative effort to resolve any lingering questions
- ✓ Our agile qualitative team can interface immediately with Olson Research's quantitative department to deploy additional research, and integrate these new findings into the overall project results