

# Quantitative Research

## Expertise

As a leading marketing research agency in the healthcare space, Olson Research is uniquely positioned to deliver on quantitative research projects. Our senior-level consultants each possess 20+ years of healthcare marketing research expertise, with advanced degree research analysts adept at translating data into actionable insights.

Combining this with our comprehensive in-house fieldwork solution enables us to deliver high-quality results for our clients.

We consistently exceed expectations with:

### PROACTIVE GUIDANCE AND SUGGESTED SOLUTIONS

On both opportunities and issues, either at the scoping or execution stage based on our 28+ years of healthcare marketing research experience

### SUPERIOR CUSTOMER SERVICE

From feasibility to report delivery, a dedicated team drives each engagement to completion, keeping clients abreast of progress and suggesting on-the-fly adjustments to ensure success

### CUSTOMIZED DELIVERABLES

Created to meet each client's unique needs, with interactive dashboard capabilities and concise summaries of key takeaways



## Quantitative Capabilities At A Glance

### Top Quantitative Methodologies Utilized

- Rapid Turnaround
- Patient Chart Audits
- Conjoint
- Segmentation
- Patient Journey
- ATU/Brand Tracking
- Positioning & Messaging



### Common Therapeutic Areas Researched

- Oncology & Hematology
- Pulmonology
- Cardiology
- Immunology
- Neurology
- Gastroenterology
- Rare Conditions



Contact Olson Research for your next quantitative research project.



Paul Allen  
Executive Vice President, Research Services  
Direct: 267-352-4942  
pallen@olsonresearchpa.com



Erin Canuso  
Vice President, Client Services  
Direct: 267-352-4963  
ecanuso@olsonresearchpa.com

**OLSON RESEARCH GROUP**  
1040 Stony Hill Road, Suite 125  
Yardley, PA. 19067  
267-487-5500

**Olson Research Group**  
Healthcare Marketing Research



[www.olsonresearchgroup.com](http://www.olsonresearchgroup.com)