TAP INTO TRUSTED MARKETING RESEARCH EXPERTISE FOR YOUR Q4 NEEDS

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 12+ years of experience.

YOUR PARTNER ACROSS THE PRODUCT LIFECYCLE

PRE-LAUNCH

- Strategy & Tactics
- Product Testing
- Positioning

Messaging

GROWTH

- Brand Tracking
- Sales Force
 Effectiveness
- Market Assessment

DISCOVERY

- Unmet Needs
- Market Landscape
- Patient Journey
- Product
 Development

LAUNCH

- ATU
- Segmentation
- Drivers & Barriers
- Pricing
- Demand

MATURITY

- New Opportunities
- Value Prop Refresh
- Re-Positioning
- Lifecycle
 Management



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