

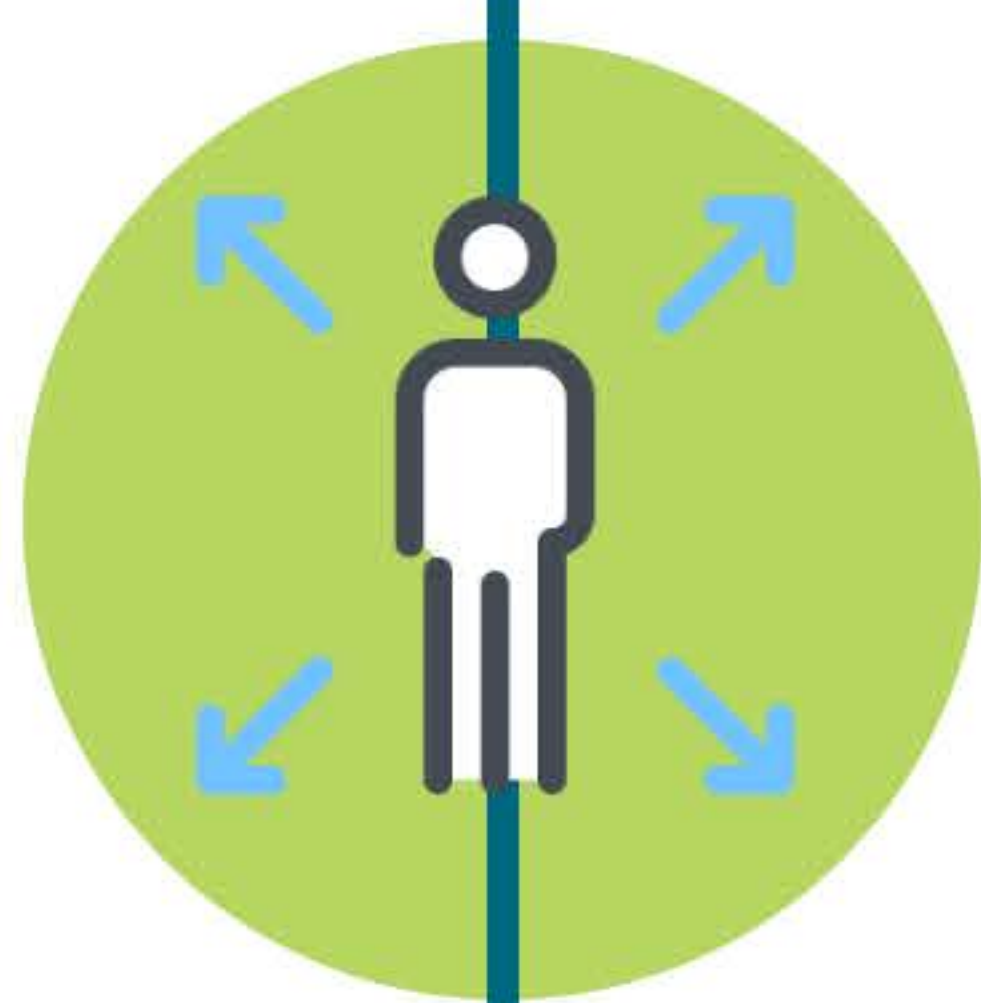


ORG Engage

POWERED BY OLSON RESEARCH GROUP

Qualitative research in the healthcare arena is challenging. Criteria to reach desired respondents is increasingly nuanced, timelines are aggressive, and the insights derived from the research must be immediately actionable.

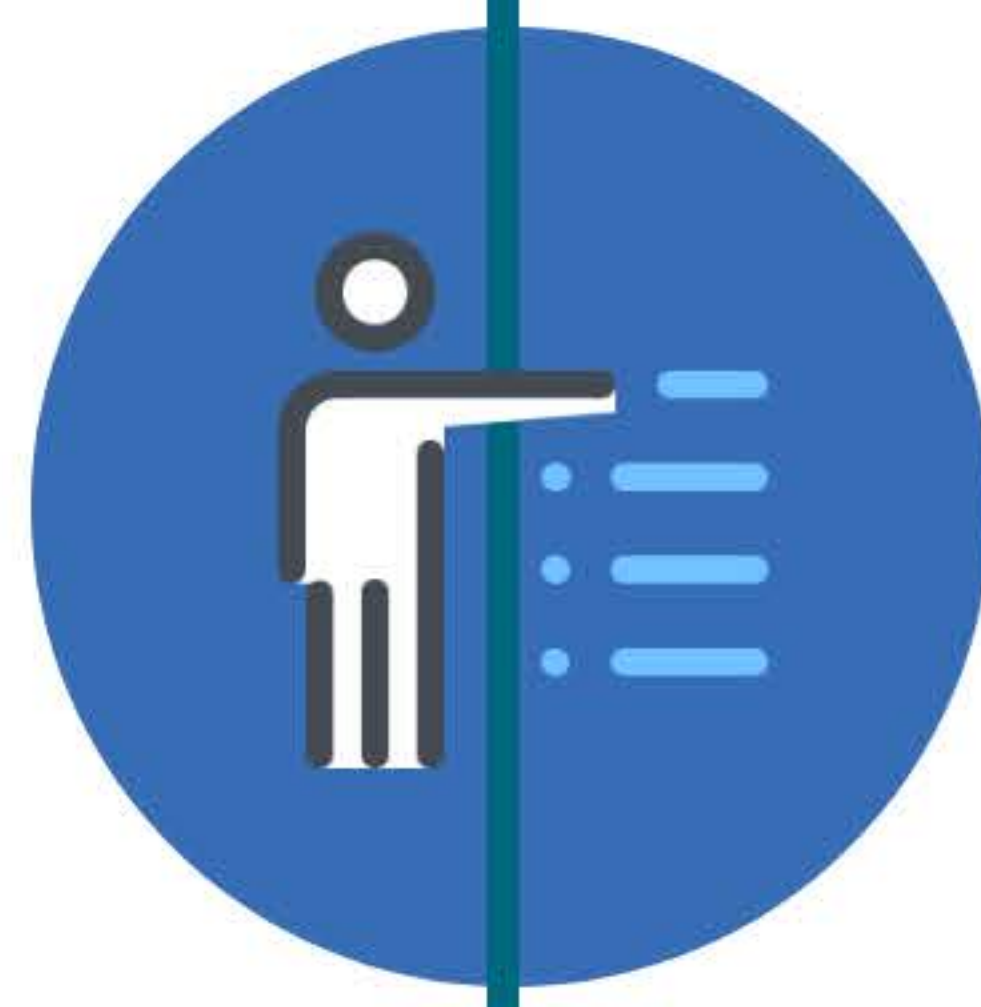
Here are five principles that Olson Research employs to ensure success in qualitative research.



Tap Into Robust Sample

Olson Research's proprietary US provider database offers unparalleled access to healthcare decision makers including physicians, hospital executives, pharmacists, nurses and other allied health professionals.

ORG Engage seamlessly integrates multiple supplemental sample partners to fully field niche segments as well as multi-country engagements.



Leverage Partner Expertise

Qualitative research is most successful when your partner is able to provide sound recommendations: at project outset, during fielding, and when distilling key research findings.

Olson Research qualitative project directors average 12+ years of direct experience which can help to overcome barriers in recruiting. Our seasoned moderators and researchers bring strong therapeutic expertise to lend deeper context to research results and recommendations.



Stay Nimble

The ORG Engage qualitative process is designed to allow project directors to quickly react to fielding challenges as they arise.

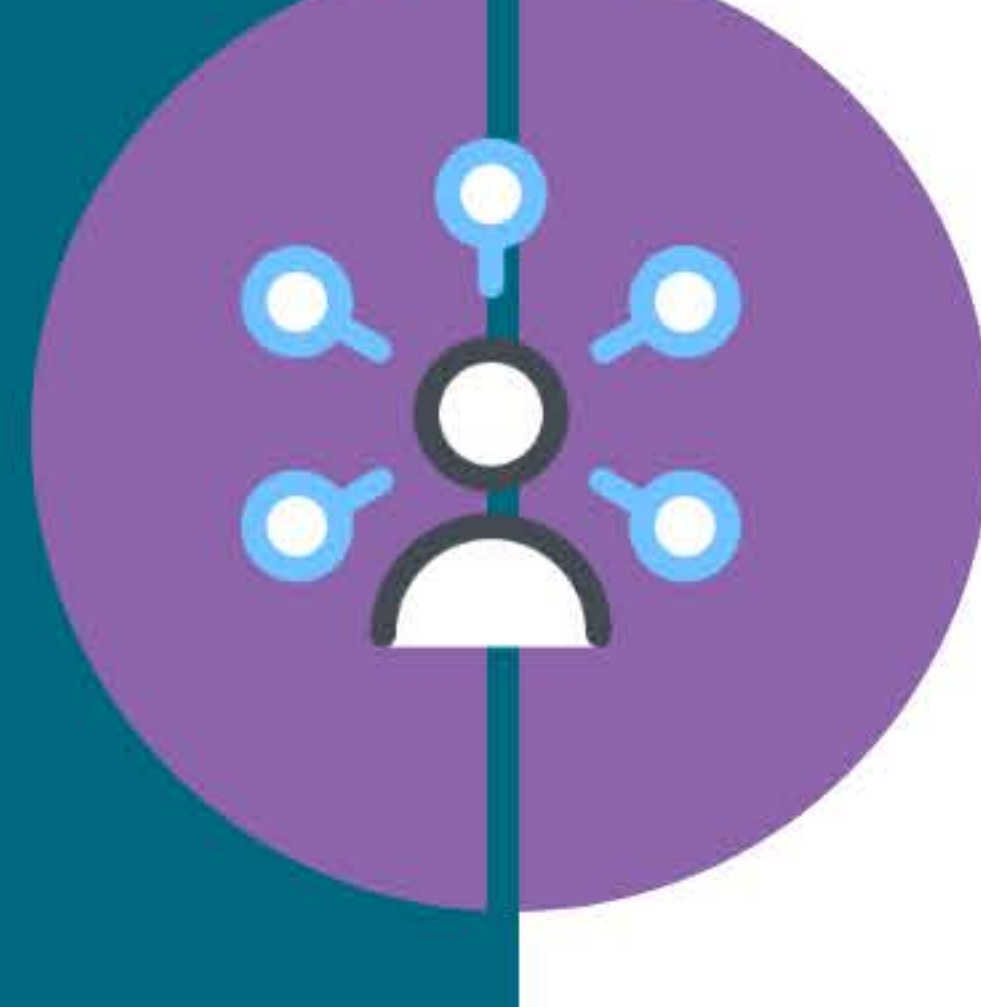
By accurately understanding feasibility and proactively monitoring recruitment, we can adapt to necessary adjustments on the fly, ensuring the research remains on time and on budget.



Start With the End

ORG Engage leverages over 28 years of healthcare primary research to scope and design your qualitative research appropriately.

Our senior research executives, each with 20+ years of experience, begin by fully understanding how the research results will be used, and by whom, so the study delivers optimal value.



Close the Loop

When the subsequent quantitative phase uncovers areas that require additional clarity, the ORG Engage platform can quickly initiate a follow-up qualitative effort to resolve any lingering questions while reducing the cost of recruitment.

Our agile qualitative team interfaces with our quantitative department to deploy additional research, integrating the new findings into the overall project analysis.



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