

Need Answers Fast? Rapid Results Can Help!

Rapid Results provides a quick and easy way to obtain valuable insight for corporate strategy, business development decisions, or product management questions. Intended for brief, univariate or fast qualitative methodologies, studies go live within 24 hours, and results can be available in one week.

Uniquely designed to support:



Product "go/no go" decisions



Significant market occurrences



Changes in product landscape



Acquisition or merger insights



RECENT STUDIES

RESEARCH QUESTION

Global biopharmaceutical company required research to better understand current and future market for Product X in three distinct markets; assess current attitudes and practices, and identify the greatest barriers to Product X use

SOLUTION

Twenty eight 45-minute qualitative depth interviews with qualified specialists in each market: US, Italy, France and Japan

OUTCOME

Results achieved in 6 days in the US, 8 days in the EU, and 9 days in Japan



RESEARCH QUESTION

Understand how potential new agents will be used and what shares can be expected; study must be conducted within 1 week

SOLUTION

6 qualitative interviews followed by an online survey, n=51; physicians were shown TPPs of potential new therapy

OUTCOME

Topline report of qualitative interviews and crosstabs of quantitative results were delivered in time for decision to be made on assets



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