


How Can Olson Research Help You Succeed in 2025?

As a premier marketing research agency for the past 30 years, we provide full-service marketing research services to the healthcare, pharmaceutical and life science industries. Olson Research is highly regarded for our:

ACCESS - Robust access to providers, payers, patients, and related stakeholders throughout the US and around the globe.


EXPERIENCE - Seasoned and dedicated team of senior-level researchers, consultants, qualitative and quantitative project managers that are supported by 24-hour, in-house programmers.

APPROACH - Flexible and creative service offerings and pricing that are designed to meet the unique needs and goals of each project.



Core Capabilities

- ✓ Rapid Results for quick turnaround
- ✓ Qualitative Message Testing
- ✓ Patient Journey Mapping
- ✓ Qualitative Segmentation
- ✓ Quick and Deep Dive Patient Charts
- ✓ Quantitative Advanced Conjoint Analysis



Key Therapeutic Areas

- ✓ Oncology
- ✓ Pulmonology
- ✓ Cardiology
- ✓ Immunology
- ✓ Neurology
- ✓ Gastroenterology
- ✓ Rare Conditions

What Our Clients Have to Say About Olson Research

"This kind of commitment I haven't seen with other partners I've worked with before"

"You truly helped us to understand the market and customer needs"

"You have been knocking it out of the park. Exceeding our expectations is an understatement"

"The client services team was extremely helpful with the advice we used to design the sample and screening questions, even during the bidding phase"

"You know your markets and have the correct contacts/KOLs to ascertain market trends, future direction and market needs. Working with you has helped support key business initiatives for our team"

"We were very impressed throughout this project with your service, rapid turnaround time, and high quality of work. We couldn't be happier with the results"

Please reach out to discuss how Olson Research can help expand your marketing research opportunities in 2025!



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