

Engage a Research Partner, Not a Vendor

Vendor vs. Partner: What's the Difference?

RESEARCH VENDOR

- Bids on project specifications as presented
- Conducts the research as instructed by client
- Expends a routine amount of effort on recruiting, commensurate with budget allocated
- Provides updates as fielding progresses

RESEARCH PARTNER

- Draws on past experience to assess feasibility, recommending adjustments as necessary
- Offers consultative services to help craft research instruments for optimal results based on best practices
- Employs custom recruiting efforts including tactics such as desk research and phone contacts
- Supplements fielding updates with proactive suggestions to reach full sample

In short, vendors aim to fulfill a project's objectives based on quoted costs and estimated feasibility. Partners commit to fully executing on your research, employing various supplemental tactics along the way, to ensure your project is a success.

CLIENT TESTIMONIAL

"Our Project Manager was outstanding! One of the best I've ever worked with! And our clients were impressed with her as well. A big thanks to you and the team: the organization was impeccable. I think this is the first time I have personally had zero cancellations and all respondents already online ahead of my joining. Plus, the quality of the respondents was excellent!"

Project Manager
Global recruiting and field management firm

WHY CHOOSE OLSON RESEARCH?

For over 30 years, Olson research's business model has been to become a trusted and reliable research partner to our clients.

Healthcare marketing research is challenging to get right. If your research requires a custom touch, a typical research vendor is unlikely to be successful.

**Your research is important.
Achieve Better Results With A Trusted Research Partner.**

OLSON RESEARCH TEAM LEADS



Lynn Welsh
Chief Research Officer
lwelsh@olsonresearchpa.com
609-851-1656



Erin Canuso
VP, Client Services
ecanuso@olsonresearchpa.com
267-352-4963

The Premier Source
for Connecting with
Healthcare Professionals

Olson Research Group
Healthcare Marketing Research



olsonresearchgroup.com