Market Research

- Brand Tracking
- Market Structure & Segmentation
- Forecasting
- Choice Models & Conjoint
- KOL Management
- Positioning, Concept & Message Testing
- Patient Chart Analysis
- Qualitative Research
A service, quality and speed focused market research practice committed to delivering timely insights and strategic value through the application of therapeutic knowledge, research experience and analytics expertise.

marketRx offers complete range of global market research solutions:

**Quantitative**
- Brand Tracking
- Market Structure & Segmentation
- Forecasting
- Choice Models & Conjoint
- KOL Management
- Positioning, Concept & Message Testing
- Patient Chart Analysis
- Patient Chart Audits

**Qualitative**
- Positioning
- Pre and Post Launch Analysis
- Branding and Naming Research
- Sample Packaging
- Pricing
- Sales Aid Testing/ Message Testing
- Discovery/ Exploration/ New Product Launch

That cover all phases of market research providing unsurpassed benefits in the form of:

**Breadth of Offering**
- Global Capabilities
- Therapeutic Expertise
- Understanding of Issues

**Service and Speed**
- Same Day Proposal (Typical)
- Rapid Turnaround
- Online & Offline Data Delivery

**Transparency & Relationship**
- Reliability and Timeliness
- Availability and Communication
- Collaborative Partnership
“We have got accustomed to stop expecting miracles from many of the suppliers we work with. Every once in a while, folks like (marketRx team) prove us wrong.”
- Director, MR, top-10 Pharmaceutical customer

and an approach that focuses on high service quality and relationship

<table>
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<tr>
<th>Knowledge &amp; Service Based Practice</th>
<th>Collaborative Relationship Driven Model</th>
<th>Speed of Delivery</th>
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<tbody>
<tr>
<td>• Broad therapeutic area coverage</td>
<td>• Open communication with customer interest as priority</td>
<td>• Speed in results delivery</td>
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<tr>
<td>• Broad knowledge of marketing objectives</td>
<td>• Collaborate within and outside a project to deliver value</td>
<td>• Speed in identifying study objectives</td>
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<td>• Focus on quality through process &amp; proactive quality control</td>
<td>• Partner with customer in all phases of study</td>
<td>• Speed in data collection</td>
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Service and Relationship Driven Approach to Market Research

some examples of our high quality, quick turnaround, global studies include:

- Global Patient Flow Study: Nov 15, n = 46, n = 800+, Jan 30
  - 8 countries, 5 specialties
- Global Repositioning Study: March 15, n = 1,004, May 10
  - 6 countries, 5 specialties
- Promotion Strategy vs. Generic Entrant: March 15, n = 300, April 10
  - Included cost/benefit analysis
- Market Event Tracking: Project Awarded, Questionnaire Developed, Fielding, Full Report Delivered
  - Weekly tracking, Over 6 months

SurveyRx, our global online fielding platform provides a fast, reliable and efficient mechanism for collecting primary data.

With a robust opt-in database of physicians, marketRx can conduct targeted surveys in local languages in most major life sciences market.
Our market research practice is committed to delivering timely, reliable results with comprehensive analyses and recommendations, enabling more effective and competitive products and promotion.