



# Quantitative Research

***Segmedica brings years of experience and expertise unmatched in the industry. Our advisory board and quant team includes the top marketing research professors from Penn State University. Segmedica's capabilities will help you define your market. We have experts on staff who design, implement and analyze quantitative studies of all kinds.***

Segmedica has a full time staff of experienced Project Directors who will guide you through every step of the process, from design through reporting and beyond.

Our market research-trained IT Staff program and host all surveys. Our Operations team recruit and field internally assuring you the highest level of control over respondent mix and general quality of respondents. (See inside for a description of our HealthAcuity™ HCP Panels).

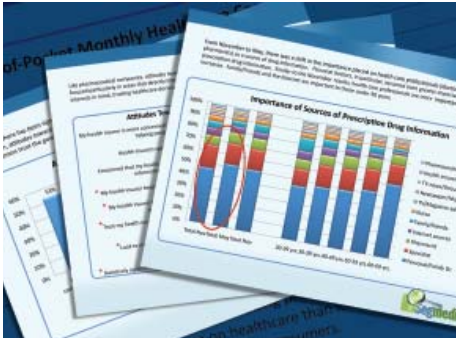
No matter what type of quantitative research you have in mind, our team will help you every step of the way and deliver actionable results every time.



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# Quantitative Research



**Segmedica delivers on time and on budget for all types of quantitative research including:**

- Brand Tracking & ATU
- Brand Strength
- Chart Studies
- Market Segmentation (including advanced analytics)
- Positioning and Message Research
- Product Development Research

## **Brand Strength Studies Brand Tracking and ATU Studies**

Segmedica conducts cost effective customized tracking studies incorporating traditional measures such as awareness, usage and attitudes. For healthcare industries, such as pharmaceutical and health insurers, Segmedica recommends incorporating autonomy measures since physician and consumer choice can be constrained by external forces. For example, physicians prescribing behavior may be impacted by the patient's insurer or consumers no choice in insurance carrier.

## **Brand Strength Studies**

Brand strength studies go beyond brand tracking studies and can be performed using qualitative and/or quantitative techniques. Qualitative work is typically done in the early stages of brand development, however, as a brand becomes established quantitative techniques are generally more effective for assessing brand strength. Incorporating Segmedica's proprietary psychographics, our methodology looks at the brand relative to its competitors across a range of attributes to assess brand differentiation and strength relative to market drivers.

## **Advanced Analytics and Segmentation**

Segmedica is the leader in medical market segmentation both through experience and innovation. We have carried out numerous segmentation projects using both quantitative and qualitative/quantitative hybrid techniques. We have advanced the practice of segmenting physicians and patients together in a single project, which leads to more meaningful and actionable segmentation outcomes. We have pioneered segmentation through audits of actual patient compliance behavior. With Professor Rangaswamy (Penn State University) on our Team we are able to use mathematical segmentation techniques not available elsewhere and highly customized to the objectives of the project.

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## **Fielding Services**

*With our own call center and in-house web programming we are equipped to handle the very largest quantitative surveys. Our long experience and focus in medical market research ensures that your projects will be completed on time and on budget. Security, CASRO and HIPAA compliance are assured.*

*Our substantial databases of physicians and our highly profiled HealthAcuity HCP research panel ensure are significant assets in completing recruits and bringing projects to a speedy conclusion. Consumer surveys use the highest quality databases and include our proprietary psychographic metrics.*

*We verify HCPs qualifications and certifications and we have a rigorous protocol for validating all professional respondents.*

## **Positioning and Messaging Research**

As with segmentation, quantitative positioning or message testing is usually preceded by qualitative development work. As well as using tradition methods such as monadic multi-stream testing with control, Segmedica has introduced alternative methodologies such as multi-phasic choice modeling. Deliverables include advanced perceptual and vector maps.

## **Chart Studies**

Chart Studies involve physicians reporting the treatment paths of patients with a given condition using their medical charts as a reference. This type of study is invaluable for understanding treatment and decision patterns and market shares within a given disease state. By carrying out Chart Studies through our HealthAcuity™ psychologically profiled HCP panel we are able to overlay behavioral and psychological segmentation on treatment patterns to produce a more meaningful and actionable research result.



If you need answers quickly and cost effectively, we have developed a way to gain insights on short notice while still developing a dataset that is rich with information.

RapidInsight is a quantitative survey tool designed with you in mind. We can program and complete short surveys in a matter of days. A major benefit is access to our HealthAcuity™ panel. Within a very short time we can provide the data you asked for and overlay it with valuable insights into the psychology of the respondents. Not only will you know more about the respondents, but you will also have actionable data; instantly.

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Segmedica is a full service healthcare market research company. Our unique methodologies allow our clients to benefit from full, deep and insightful research and when applied to marketing campaign, results in a much more successful outcome.

We apply the principles of psychological research in all the research we conduct and provide results that go way beyond traditional “emotional research” by getting to the root core of why people say what they do and what it means.

Contact us to find out how we can help you with your next project.



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## Why use Segmedica?

- Full service research in which all functions from recruiting to reporting are carried out in-house. We provide the entire solution and you always have the benefit of meeting the people who will be conducting the research and a Project Director who will be with you throughout the entire process.
- We have a staff of expert sociologists and anthropologists plus some world renowned advisors providing consultative services as well as in depth analysis when needed. You get as little or as much as you need to ensure success.
- Our staff is dedicated to providing you results on time and on budget.
- We provide the entire process including comprehensive qualitative and quantitative techniques. Our total focus is on healthcare research so you will always benefit from our experience in the field as well as our commitment to continual upgrading of our techniques and methods to improve and sharpen as actionable insights.
- We are not just a name; we are a team of people who immerse themselves in your project and provide the utmost in service. We're not a huge corporation but large enough to provide personal yet professional services and have decades of experience in healthcare research.

### HealthAcuity™ Panels

Our large panels of physicians, nurses and other HCP's is fully profiled including:

- Psychologies
- Demographics
- Practographics®



The panels increase response times, provide insightful information about the respondents and are fully managed and maintained. We verify all our respondent credentials and our in-house Operations team ensures panel members are constantly rotated