



Utilize Olson Research's Proprietary Qualitative Process For Research Success

Qualitative research has never been more challenging. Criteria to reach the desired respondents is increasingly nuanced, timelines are aggressive, and the insights that stem from the research must be immediately actionable.

Here are four ways we have found to exceed client expectations in qualitative research.



Tap into Robust Sample

ORG Engage is designed to seamlessly integrate multiple sampling partners to account for niche segments as well as multi-country engagements.

- Our proprietary US healthcare database provides unparalleled access to healthcare decision makers such as physicians, hospital executives, pharmacists and other allied health professionals

"My PM was an absolute rock star on this project! I always felt like she was giving 100% and was very communicative throughout, including suggesting ways to improve the recruit/calling out screenouts, etc."

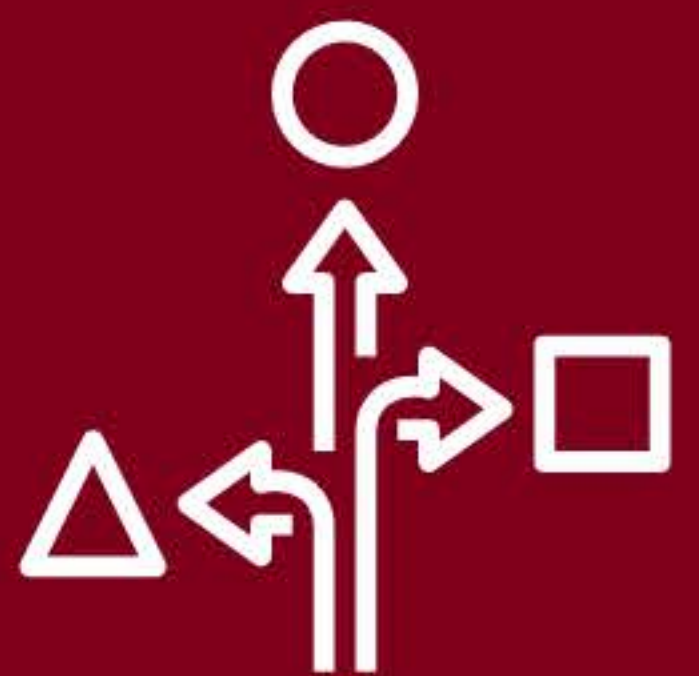


Leverage Our Expertise

Qualitative research is most successful when your fieldwork partner is experienced and able to provide sound recommendations: at project onset, during fielding, as well as when communicating research findings.

- Olson Research's dedicated Qualitative Project Managers have an average of 12+ years of direct experience; this expertise can help break through barriers of recruiting
- Our moderators and researchers are seasoned and possess strong therapeutic expertise which lends deeper context to reporting results and recommending next steps

"This project was executed perfectly by Olson from start to finish. Our PM was absolutely amazing in getting recruits scheduled and exceptional at communication and taking the initiative to check in periodically. It was by far the easiest and smoothest project we've done. I wish all projects could be this great!"



Stay Nimble

- The ORG Engage fielding process is designed to allow project managers to quickly react to fielding challenges as they arise
- Our one point of contact allows for tweaks in direction to ensure that research remains on time and on budget

"Our work with Olson Research Group, Inc. has been nothing but positive. Their team is highly professional. They know their markets and have the correct contacts/KOLs to ascertain market trends, future direction and market needs. Working with them has helped support key business initiatives for our team."



Start With the End in Mind

- ORG Engage leverages over 29 years of healthcare primary research to scope and design your research appropriately
- Our senior research executives, each with 20+ years of experience, begin by understanding how the research results will be used, and by whom, so the study design is on point

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