

Communication Research Experience: Pharmaceutical Products

Sales Aide Testing

- ✓ Qualitative, one-on-one depth interviews with PCPs, PEDs, Allergists and Pulmonologists to assess HCP understanding of language and imagery and to refine communication material for a respiratory therapy

HCP and Patient Compliance Message Research

- ✓ Qualitative, one-on-one webcam depth interviews with HCPs and patients, followed by quantitative online surveys to test and refine alternative communication materials meant to reinforce patient compliance with therapy



HCP Messaging Research

- ✓ Quantitative online surveys with PCPs, Orthopedists and Rheumatologists to assess message recall and message understanding

HCP Message Tracker

- ✓ Understand sales force execution in educating HCPs about the indication and benefits of a biologic therapy and understand awareness of programs and brand perceptions

Consumer Communication Testing

- ✓ Qualitative, in-person depth interviews with consumers, followed by quantitative online surveys to understand reactions to vaccine messaging and to optimize clarity and interest in discussing vaccination with an HCP