



Vaccine Research Examples (1 of 2)

METHODOLOGY	Multi-modal quantitative research including both online and mall-intercept data collection with older patients.	In-person and phone depth interviews with HCPs and office staff in Urgent Care.	Online quantitative surveys with HCPs receiving a detail in the past month.	In-person IDIs with Medical Directors in Health Systems.	In-person IDIs with a client rep detailing HCPs on rival and client vaccines and moderator assessing messaging key drivers.
	Influenza Vaccine Message Test	Urgent Care Vaccine Opportunity	HCP Meningitis (ACWY) Detail Tracking	Health Systems Vaccines Research	Vaccine Detail War Gaming
OBJECTIVES	To understand perceptions of influenza vaccine among seniors and understand which messages are most compelling.	To understand key drivers and obstacles for greater use of seasonal flu, pediatric, adult and travel vaccines in Urgent Care setting.	Assess detail effectiveness by tracking message recall, believability, association, closing, and brand, rep and manufacturer attributes.	Understand decision-making processes, levels of influence, and levels of integration within health systems related to vaccine purchasing.	To develop effective counter-detailing and objection handling in response to a competitor introducing a new vaccine.



Vaccine Research Examples (2 of 2)

METHODOLOGY	Online quantitative surveys with HCPs receiving a detail in the past month.	In-depth interviews with parents of children 6 months - 3 years followed by online quantitative research with this population.	Online survey with HCPs administering vaccines as well as purchase decision-makers for vaccines. <i>(Both pediatric and adult vaccinators targeted.)</i>	IDIs and dyads with vaccine decision-makers (where decision shared, dyads used for better representation of practice as a whole.)	Online bulletin board focus group with HCPs, representing a mix of solo and small group practices.
	Tdap HCP Detail Tracking	Patient Immunization Rate Research	Vaccine Diluent Study	New Vaccines Services Concept Test	HCP Vaccine Management Needs
OBJECTIVES	Assess detail effectiveness by tracking message recall, believability, association, closing, and brand, rep and manufacturer attributes.	To understand perceptions of parents not fully vaccinating their children against influenza and identify messages that resonate most.	To understand opinions about a potential new vaccine packaging / distribution system, willingness to pay, and ideal messaging to impact choice.	Explore the market opportunity for a new business approach to manage and administer vaccines.	Understand challenges in vaccine management in order to develop/inform solutions that would add value to the relationship.