



## ADVANCED ANALYTICAL CAPABILITIES

ADVANCED ANALYSIS	RESEARCH APPLICATION	ACTIONABLE OUTPUT FOR MARKETING ACTIVITIES
Conjoint Analysis	Simulate, in a realistic environment, product selection to more accurately determine product choices and trade-offs of competing products	<ul style="list-style-type: none"> <li>Quantitatively determine attributes that drive product use</li> <li>Understand trade offs related to these attributes: which are necessary, and which are nice to have</li> <li>Support new product development activities and prioritization</li> <li>Determine most important clinical trial end points</li> </ul>
Decision Tree Analysis / CHAID	Identify factors that determine particular decision or outcome	<ul style="list-style-type: none"> <li>Develop a decision tree of patient, product, or physician characteristics that lead to prescribing or product use</li> <li>Identify key patient populations (e.g. most likely to be prescribed, most at risk for receiving a competing product)</li> <li>Uncover unmet needs along decision tree</li> </ul>
Factor Analysis	Data reduction process that identifies the variables (product attributes) that have the greatest importance; identifies market-driven groupings of attributes	<ul style="list-style-type: none"> <li>Determine groupings of product attributes viewed as similar by the market</li> <li>Determine fundamental dimensions by which consumers make purchasing decisions</li> <li>Reduce the amount of redundant information pursued in future survey work</li> </ul>
Key Driver Analysis	Identify factors, variables or attributes that drive respondent decision-making; determine which variables most closely associated with the behavior of interest	<ul style="list-style-type: none"> <li>Target clinical and marketing activities at identified drivers</li> <li>Focus product development initiatives</li> </ul>
Latent Class Analysis	Uncover subtypes of respondent groups or product attributes	<ul style="list-style-type: none"> <li>Determine groupings of product attributes viewed as similar</li> <li>Understand how customers make purchasing decisions</li> <li>Assess similarities and differences between subgroups</li> </ul>
Longitudinal Analysis	Track and analyze target audience responses over time, assess for changes and trends	<ul style="list-style-type: none"> <li>View shifts in utilization and understand trending</li> <li>Quantify impact of market events</li> </ul>
Perceptual Mapping or Market Mapping	Creating a picture of relationships between attributes and products, messages, perceptions or KOLs	<ul style="list-style-type: none"> <li>Visually display relationships between multiple products and multiple product attributes</li> <li>Determine market's perception of areas to improve product</li> <li>Determine demand voids</li> </ul>
Pricing Sensitivity Analysis / Van Westendorp	Estimate plausible price ranges, price to maximize revenue and product uptake	<ul style="list-style-type: none"> <li>Explore market's perception of price value for products</li> <li>Assess demand curve for optimal price point</li> <li>Understand attributes that impact price tolerance</li> <li>Determine likelihood of product usage at various price points</li> </ul>
Cluster / Segmentation Analysis	Group target audience by needs, perceptions, belief, product usage, other key variables	<ul style="list-style-type: none"> <li>Group target audience by key variable</li> <li>Target focused activities to that specific audience and need</li> </ul>
Trending/Forecasting	Allocation exercises to gain insight into current and future product usage	<ul style="list-style-type: none"> <li>Understand product utilization in the future</li> <li>Understand the potential impact of market events</li> <li>Simulate future competitive market to determine your products place in that market</li> </ul>

## ADDITIONAL QUANTITATIVE ANALYSES:

ANALYSIS	RESEARCH APPLICATION	ACTIONABLE OUTPUT FOR MARKETING ACTIVITIES
Awareness, Tracking & Utilization Studies (ATUs)	Tracking of product or message awareness over time	<ul style="list-style-type: none"> <li>▪ Understand the value of marketing activities related to product usage or message uptake</li> <li>▪ Determine effectiveness of sales activities related to product utilization</li> <li>▪ Identify impact of competition on product utilization</li> </ul>
Message Recall	Assessing message uptake and penetration with your target audience	<ul style="list-style-type: none"> <li>▪ Understand the value of your messages and the impact on prescribing and product uptake</li> <li>▪ Determine effectiveness of sales and marketing activities related to message uptake</li> </ul>
Sales Representative Assessment	Determining sales force efficiency	<ul style="list-style-type: none"> <li>▪ Measure key metrics that describe the impact of sales rep activities with target audiences</li> </ul>
Drug Profile/Product/Service Concept Testing	Assessing interest in and impact of a product profile in the market	<ul style="list-style-type: none"> <li>▪ Determine interest in a product pre-development</li> <li>▪ Estimate impact of a potential market event in advance</li> <li>▪ Understand services that need to be included in a program to ensure success</li> </ul>
Market Opportunity Assessment	Quantifying unmet needs and future interest	<ul style="list-style-type: none"> <li>▪ Direct future sales and marketing activities toward unmet needs</li> <li>▪ Develop tools and programs targeted at unmet needs</li> </ul>
KOL Mapping (Outward Looking)	Grading key opinion leaders based on input from your target audience, includes determining drivers of their influence and their level of influence with your audience	<ul style="list-style-type: none"> <li>▪ Utilizing community level information to determine up and coming KOLs</li> <li>▪ Utilize information to drive your KOL activities</li> </ul>
KOL Mapping (Inward Looking)	Determining KOL advocacy and satisfaction with your organization	<ul style="list-style-type: none"> <li>▪ Use information to improve relationships with your KOLs</li> <li>▪ Understand relationship and reasons behind advocacy and usage levels</li> </ul>
Ad/Logo Testing	Measuring potential advertising for impact, attractiveness and messaging	<ul style="list-style-type: none"> <li>▪ Identify optimal ad concept or logo for key audience</li> </ul>
Pre/Post Launch Assessments	Assess target audience awareness, impressions, uptake and utilization related to launch milestones	<ul style="list-style-type: none"> <li>▪ Understand effectiveness of key activities as launch progresses</li> <li>▪ Hone and change activities as needed</li> </ul>