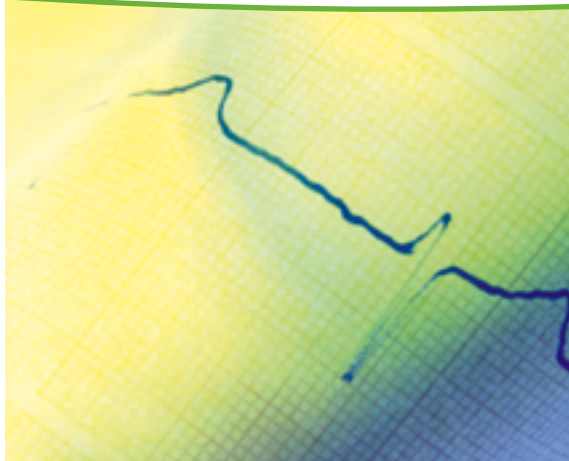




expert solutions to give you the edge.



Pharmaceutical Market Research



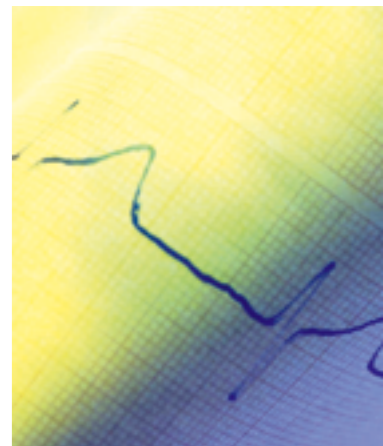
In an increasingly complex pharmaceutical market, good marketing is not enough: we simply need to be better. In this context, market research provides the crucial information that panels and sales force cannot give you.

Axess Research combines the market research techniques, expertise and the experience of world pharmaceutical markets to conduct your qualitative and quantitative market research.

We provide full-service custom market research in Europe and the rest of the World with the central objective to answer your questions and participate in the success of your marketing action plans.

“ Listening, understanding & analysing the market, supported by Ad-hoc qualitative and quantitative performance tools, gives you the visibility necessary for any development, for any anticipation. ”

*Emma C. - Export Product Manager – Africa & overseas territories division*





## Health world expertise

Axess Research, 100% dedicated to pharmaceutical markets, guarantees flexible and appropriate management of your project, from the understanding of your objectives at the initial stages, through to the sharing of the conclusions and recommendations. With Axess Research, you can count on an external vision of your products based on our 10 years experience of the pharmaceutical market.

We combine our marketing expertise and experience of pharmaceutical markets in such a way as to establish the right conclusions and recommendations to increase your market share.

“ Pharmaceutical markets are specific in many ways: regulatory constraints, product technical complexity, distribution channels specificity, etc. Allocating our market research to an agency specialized in our area is time saving and guarantees a relevant analysis. ”

*Vincent B.- International product manager – Central Nervous System franchise*

**Following-up your products and participating to the success of your action plans**

Types of research:

Promotional material testing:  
Visual aid testing, Concept testing, etc.  
Recall-Test  
Attitudes and awareness tracking  
Usages & Attitudes  
Pricing study (Including Conjoint Analysis technique)  
Sales potential assessment / Sales forecasting  
Market segmentation / typology  
Positioning study  
“Flash” Internet surveys  
Etc.

Our full time staff are either biologists or pharmacists.





## Auditing all health world players

The prescribing physician, though he remains a central player in the pharmacy, is only one of laboratories' customers. The multiplicity of customer base, both direct and indirect, explains why the pharmaceutical market is both and complex.

Success depends on the in-depth understanding of each of the customer's needs and the capability to adapt the drug value proposal to meet each target.

Axess Research is experienced in auditing every player in the healthcare world through our extensive data collection approach.

Types of interviewed targets:

- General Practitioner & specialists
- Hospital physicians
- Retail pharmacists
- Hospital pharmacists
- Nurses
- Pharmacy technicians
- Bio-medical technicians
- Opinion leaders
- Patients

And also...

- Sales representatives
- Private and public institutions
- Industrials

“ In the oncology market, the audit of oncologists, haematologists, nurses and hospital pharmacists provides differentiating information. ”

*Cyrine B. – International Product Manager- Oncology department*

**Listening to healthcare players  
in every types of practice**





## Committed to international research

Multi-country market research should take into account the multi-lingual and multi-cultural issues. Axess Research is committed to international market research managing its own interviewer network in the European major countries and local fieldwork partners in other countries.

Our philosophy is that international market research can match the level of responsiveness and effectiveness you would expect from a national or local approach. Axess Research has developed the capability to conduct effectively and rapidly your multi-country research in Europe and the rest of the world.

Axess Research offers its experience of international markets to monitor growth and profitability of your products world-wide.

“ Because each local market is specific, the analysis of prescribing behaviours should be carried out by an experienced company. This is time saving and guarantees the relevancy of market insights ”

*Cyrine B. – International Product Manager – Oncology department*

**A real partnership to contribute your product growth and profitability world-wide**

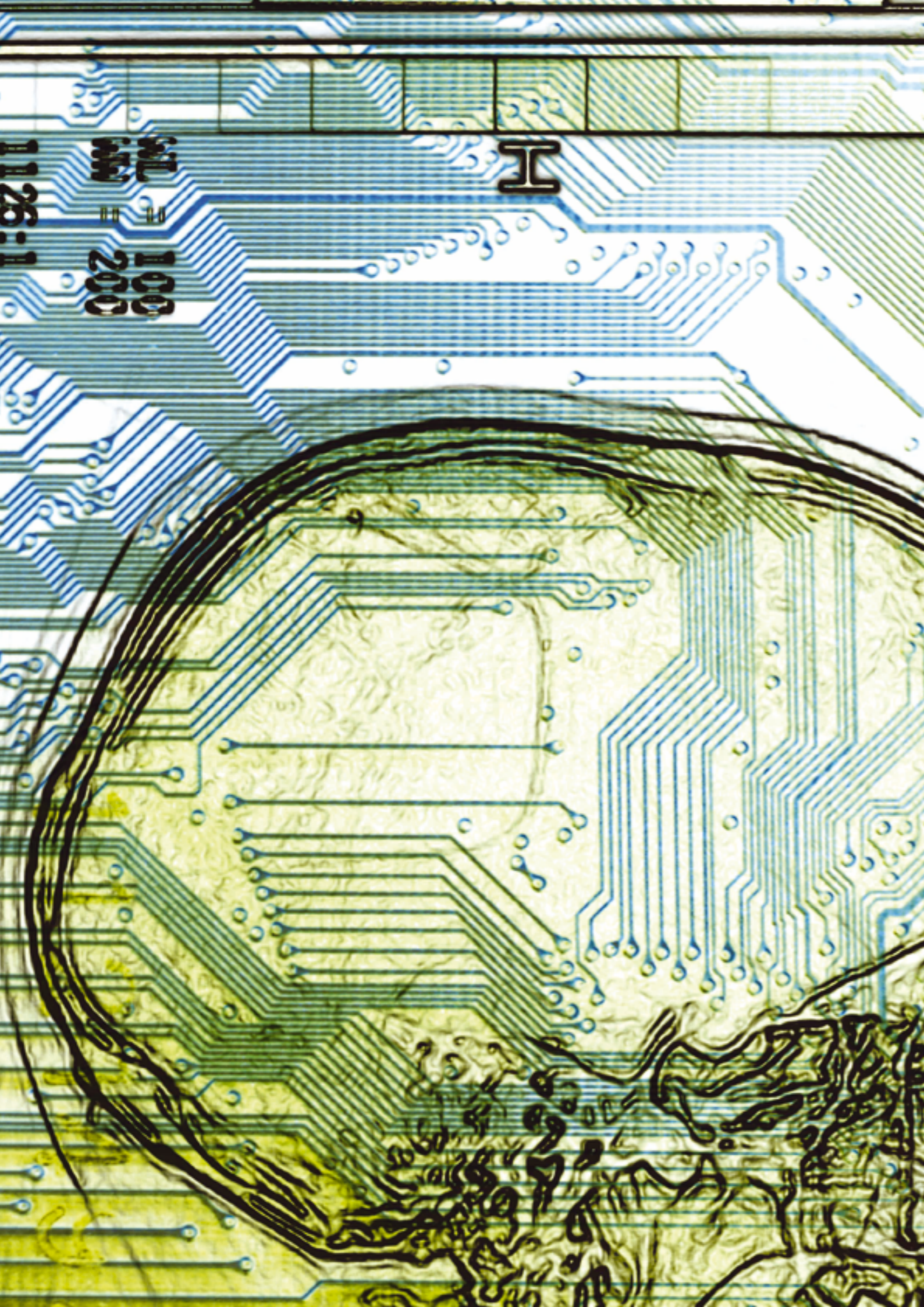
Axess Research supervises its own interviewers in:  
France, Germany, UK, Belgium

Axess Research closely manage network of fieldwork partners in Europe and the rest of the world

We have experience in conducting research in the US, Europe, China, Japan, India, Brazil, Mexico, Canada, Australia, Turkey, Korea, Thailand, Philippines, Poland, Russia, Argentina, Mexico, Romania, Czech republic, Indonesia, Colombia, Venezuela, Chile, etc.

Our full-time staff speak English, French and Spanish





## Cutting edge methodologies and techniques

Select the most adapted data collection; identify the right statistical or qualitative technique that will guarantee the achievement of the expected results; propose some research designs that have proved to be effective; anticipate issues and traps.

Axess Research is committed to provide you with the state-of-the-art marketing research techniques and software solutions.

We combine the methodologies of quantitative and qualitative techniques to make sure that your research will effectively answer your questions and beyond.

“ Beyond methodologies, market research managers should have only one obsession: the application of research insights in the action plans and the impact on fieldwork. In this way, a market research agency should become a partner from which we should expect flexibility and responsiveness. ”

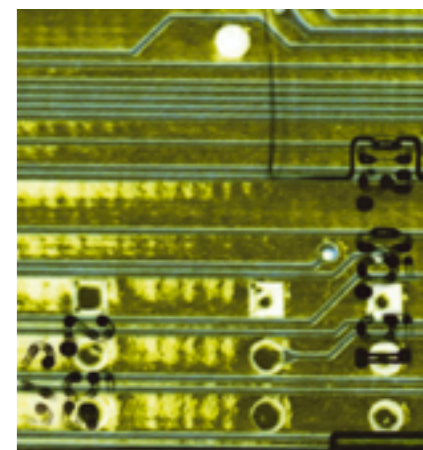
*Joel C.- Eastern and Central Asia Business Operation Manager – Vaccine department*

**Because your research insight should effectively support your action plans and contribute to your success**

Fieldwork capabilities:  
Fully equipped qualitative studios available in most cities world-wide  
Dedicated off-shore competitive telephone fieldwork in many languages  
In-home pharmaceutical experienced face to face interviewers in France, Germany, UK and Belgium

Qualitative research:  
In depth interviews  
Focus groups / Mini groups  
Evolutive mini groups  
Projective techniques

Quantitative research:  
Descriptive statistics: Direct and cross sorting  
Bivariate statistics: Correlation, t test, ANOVA  
Multivariate statistics: Factorial maps / Cluster analysis  
Linear regression  
Conjoint Analysis





expert solutions to give you the edge.

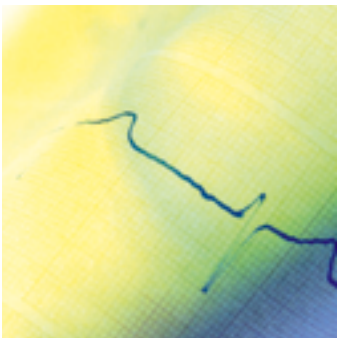


Health world expertise  
Auditing all health world players  
Committed to international research  
Cutting edge methodologies and techniques



Our references:

Amgen, Baxter, Bayer, Danone, BMS, Boehringer  
Ingelheim, Galderma, GSK, Janssen Cilag, Pfizer, MSD,  
Mayoly Spindler, Merck AG, Novartis, Novo Nordisk,  
Roche, Sanofi-Aventis, Schering Plough, Servier, Solvay,  
Stallergenes, Takeda, UCB Pharma



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