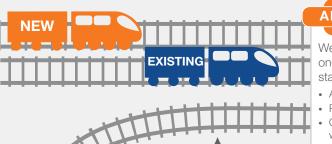
Keeping tracking on track

Research Partnership's best practice approach to tracking studies





ALIGNMENT



We can design new materials or refresh existing ones with a good understanding of the needs of all stakeholders and current brand strategy.

- Alignment on situation and needs
- Reviewing supporting research results
- Optimising survey length to maximise interview time with target customers

"It's a pleasure working on tracking studies with RP because of their experience and responsive attitude, with study deliverables tailored to different stakeholder needs."

Director, Global Business Intelligence



6 Reporting

We deliver engaging outputs that tell the story and are designed collaboratively to avoid data dumps.

- Various analysis techniques are applied to uncover insights
- Deliverables are tailored to stakeholder groups
- · Global and market specific reports





We can conduct a qualitative bolt-on based on an interim or full read of the data to highlight unexpected or interesting data.

 Deep dive follow-ups provide a greater understanding of any red flag issues and/or local success stories

DESIGN



We use a range of appropriate methodologies to meet the research objectives, achieve maximum reach, and reflect true brand performance.

- · Key metrics are used to gauge the market
- Analysis tools are used to differentiate between perception and true brand performance



ROAD TESTING \rightleftharpoons



We test surveys to ensure that they're relevant, easy for HCPs to complete and capture the necessary data.

- Remote interviewing or central location
- · Interview flow is validated and context is checked



FIELDWORK



4 Baseline or latest wave

Surveys capture key data from a representative sample of your target customers.

- Fieldwork is closely monitored by specialist team
- Market changes are tracked
- · Likely impact of future events is measured

Our commitment

We promise to keep your project firmly on track by ensuring:

- An insights-led approach, which is forward-looking and based on the real world environment
- A dedicated, director-led team of tracking and therapy experts

Contact

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