

HEALTHCARE RESEARCH EXPERIENCE

Surge Research is a full-service qualitative and quantitative market research firm with a strong commitment to the healthcare and biotech community. Our suite of services includes methodology development, interviews, data processing and hard-hitting analysis. The Surge Research Healthcare Team has extensive experience in the pharmaceutical and healthcare industries, having partnered with pharmaceutical, biotech, consumer and non-profit clients across numerous therapeutic areas, including, but not limited to: arthritis, oncology, radiology, infectious disease, cardiology, urology and more.

We survey practicing physicians within every medical specialty and also conduct large-scale patient population studies and in-depth research of those suffering from conditions of all incidence rates. This unique specialty allows us to provide very specific analysis that can assist with clinical trial recruitment, health policy legislation, internal communications initiatives, public relations and marketing campaigns, corporate partner recruitment materials, advocacy materials/correspondence, localized chapter campaigns, pricing, market assessment and customer/partner evaluation.

SURGE RESEARCH HEALTHCARE EXPERTISE

- ❖ The **only research firm** integrating accomplished researchers with experienced senior-level marketing communications professionals who previously worked at Edelman, Fleishman Hillard, Porter Novelli, Ketchum, and Ruder Finn.
- ❖ **Global healthcare market expertise** allows us access to any patient and physician population.
- ❖ Personalized attention throughout **the entire research process** including brainstorming and methodology development to data analysis, our professionals are with you **every step of the way**.
- ❖ **Rapid response** to all qualitative and quantitative research requests.
- ❖ Following are examples of current or previous client experience:

Amgen
AstraZeneca
Novartis
Pfizer

Merck
Shire
Sanofi-Aventis
Johnson & Johnson

Shire
Roche
Abbott Laboratories
Wyeth

WHAT WE DO

- ❖ **Qualitative and Quantitative Offerings** - We uncover deep insights among physician, patient and consumer populations by traditional research methodologies and unique approaches to meet all the needs of the healthcare industry.
- ❖ **The Surge Omnibus** – Flexible and fast, our Omnibus survey is a proven tool that provides timely market insights on topics, products and trends based upon a sample of more than 1,000 adults ages 18-64.
- ❖ **Customized Surveys** – We can target any professional medical audience and patient population to gauge their insights and identify trends and we ensure the findings will generate headlines and support advertising, marketing, communications campaigns, business intelligence and much more.

SURGE RESEARCH, INC.

HEALTHCARE SURVEYS & RESEARCH

- ◆ *National Media Campaigns* ◆ *Local Media Tours* ◆ *Social Media* ◆ *Thought Leadership* ◆
- ◆ *Measurement* ◆ *Crisis & Issues* ◆ *Internal Communications* ◆ *Campaign Extension* ◆
- ◆ *Product/Service Launches* ◆ *Tradeshows* ◆ *News Bureau* ◆ *Focus Groups* ◆

RESEARCH EXPERTISE

Oncology
Urology
Diabetes
Radiology
Cardiovascular Disease
Infectious Disease
HIV
Blood Diseases
Stem Cell
Cord Blood
Migraine
Contraception
Medical Devices
Supportive Care
Generic Drugs
Health Payers
Health Providers/Medical Professionals
Patient Populations
Caregivers
Non-Profits
...and more