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HRA's NEW *Digital* Convention Connection®

HRA – Healthcare Research & Analytics Enhances Convention Research Experience, Leading to Greater Research Design Capabilities and Faster Results

Parsippany, New Jersey (January 12, 2012): HRA – Healthcare Research & Analytics, a full-service market research provider and leader in healthcare convention-based market research, has transformed its Convention Connection® offering in 2012. HRA's new *Digital* Convention Connection®, designed to support custom market research executed within the convention setting, is based on a comprehensive yet user-friendly digital platform administered via iPad.™ The digital platform enables HRA to design and implement more complex quantitative market research studies on-site at medical conventions, while simultaneously leveraging HRA's unparalleled access to hard-to-reach healthcare professionals on the convention floor. The new platform, which will be utilized across the 80+ medical conventions HRA attends each year in the U.S. and abroad, also allows for data to be delivered to clients within days of the convention.

"Our new digital platform brings significant value to both our clients and our respondents," said John Maglione, President and General Manager of HRA. "Our conference respondents enjoy a better and more compelling survey instrument, while our clients have the benefit of more immediate and comprehensive insights – with turnaround of findings within just a few business days after the convention."

HRA's Convention Connection provides a unique opportunity for healthcare practitioners to participate in market research studies in a stress-free, information exchange environment. With its enhanced offering, HRA – Healthcare Research & Analytics brings greater innovation to its unique spectrum of research offerings.

"Our goal is always to bring the highest value and quality to our customers," Maglione said. "Our revamped Convention Connection® service does just that."

HRA – Healthcare Research & Analytics is a fresh blend of experienced healthcare market researchers employing a comprehensive, unique process and analytical approach leading to better business decisions. HRA offers a unique spectrum of quantitative and qualitative, custom and syndicated market research services to support the business needs of the pharmaceutical, biotech, and medical device markets. For over 35 years, HRA has been the leader in the convention market research space.

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