


# Multi target Studies



**In the USA our main methodologies** for healthcare research are telephone surveys and focus groups. Our studies and questionnaires are always tailored to the client's needs, meaning that we don't have set templates, a group of questions we always ask, or an analysis tool that we use on every or even a large number of studies. We have a great amount of experience and a large number of tools that we pull from to make sure the design is right for the client's goals.

- Online & Telephone surveys of the general population to determine market penetration of pharmaceutical products and need for/willingness to try a product
- Focus groups of physicians regarding hospital reputation
- Focus groups of target medical professional groups regarding recruitment/employment
- Patient satisfaction intercept surveys (at hospital and clinic sites)
- Patient and non-patient focus groups
- County-wide telephone surveys of residents
- Development of survey tools for staff-conducted studies
- Training for staff in conducting on-site surveys
- Multi-lingual surveys and qualitative studies
- Studies of uninsured residents attitudes
- Focus groups on sensitive topics such as injection drug use, syphilis, and health coverage for undocumented workers
- Health plan member satisfaction surveys
- General population brand surveys