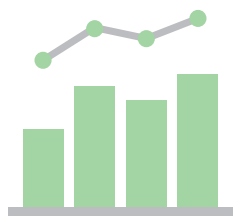


# 6 Questions to Ask About your Market Research

How do you know the research products and services you buy will give you confidence in the decisions you make? Here is how Industry Standard Research ensures you are getting the value you should expect from quality market research.



## 1. WHEN WERE THE DATA COLLECTED?

This should be the first question someone asks you during a presentation and saying "I don't know" doesn't sound so good. Whether in custom research or our syndicated library, ISR collects up-to-date data relevant to the project at hand and we tell you when the data were collected.



## 3. WHAT IS THE RESPONSIBILITY PROFILE FOR THE PARTICIPANTS?

Knowing how many people participated in the research is one thing, knowing they are decision-makers is quite another. Nothing stops a presentation faster than senior management questioning the fundamental basis of your research. Confidently present the research findings because you know that ISR collected data from decision-makers.



## 5. WHO SPONSORED THE RESEARCH?

We are an independent, third-party data source. We provide clean, unbiased data and clean data means you can confidently stand behind your analysis, presentation, and recommendations. Also, when we do a custom piece of research, your data is your data—you won't see it anywhere else, ever.



## 2. HOW MANY PEOPLE PARTICIPATED IN THE RESEARCH?

Understanding your margin of error allows for better expectation setting, making you more likely to hit your performance metrics. ISR ensures our studies reach the correct sample size needed for accurate analysis.



## 4. WHERE DID THE PARTICIPANTS COME FROM?

Eliminating sample bias translates into accurate information and improves service quality by ensuring your decisions are the right ones. ISR's Health Panel provides an array of participant profiles from within the pharmaceutical industry ecosystem. If we need outside panels (e.g. physician, patient, pharmacist, payer), we will use them, no questions asked.



## 6. WHAT IS THE BACKGROUND OF THE ANALYST WHO MANAGED THE PROJECT AND REPORT?

ISR offers experienced analysts with hands-on industry knowledge. Our analysts will produce insights that you can quickly turn into fit-for-purpose recommendations for your organization.

# The Method for Success

Industry Standard Research believes the pharmaceutical industry needs a different, higher quality source for market research. ISR believes we fill that need.

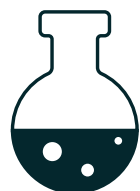


## QUESTION

Are you developing a new product or service? Evaluating a new market? Targeting a new customer segment? You need to ask the right questions to get the right answers. ISR will help you ask the right questions of the right people. Questionnaire design is a core competency of ISR.

Our analysts have operated in the pharmaceutical industry for over 15 years and because it's our sole focus, our domain expertise brings value that "generalist" researchers can't deliver. If you need market researchers who know the pharmaceutical market better than most, then Industry Standard Research should be your first stop.

## HYPOTHESIS



## DATA COLLECTION

ISR can conduct studies using our proprietary Health Panel, outside commercial panels (e.g. physician, patient, pharmacist, payer), or your customer/prospect list. We use the most appropriate sampling methodology and sources to ensure your data is unbiased and collected in a timely manner.

Our market research experience has been developed over decades. We capture appropriate sample sizes given the research objectives, and we use appropriately sophisticated statistics to uncover everything that's real. We deliver the beliefs, attitudes, and intentions of people who matter.

## ANALYSIS



## CONCLUSION

Collecting good data is just the start. ISR's experts translate the data into actionable recommendations that are contextual to your organization. Our work speaks for itself. That's why biopharma innovators, service providers, healthcare organizations, and private equity firms come back to ISR year after year to get help with their most important decisions.

ISR provides both off-the-shelf, syndicated reports as well as custom research projects tailored specifically for your organization. Whether purchasing an off-the-shelf report or working with ISR to answer your specific questions, you can expect only the highest quality when it comes to our data presentation and client interaction.

## REPORTING

