

**GlobalReach** specializes in qualitative research and in combining these results. Our principals have conducted in-depth interviews thousands of professionals, business, government and labor leaders, as well as consumers. We've conducted focus groups on five continents (surveys and in-depth interviews on six). In addition to structured surveys, we conduct unstructured probing interviews with experts across many specialties and industries to support our clients' market research and intelligence needs and goals. We know how to get the best out of every encounter. To find out what we can do for you, please contact us at: 212-519-9920 or [info@globalreach-sbi.com](mailto:info@globalreach-sbi.com).



#### Country Assessments and IDIs: Schizophrenia Specialists in 30 Countries

**The Challenge:** Our client needed to select the best sites from among 30 countries for upcoming Phase II and Phase III trials for two schizophrenia drugs. They wanted to identify potential investigators. They also wanted to gain an in-depth understanding of the challenges facing specialists treating schizophrenia patients in each of these countries and their concerns and capabilities with regard to clinical trial participation for themselves and their patients.

**Our Approach:** After working with the client to develop the discussion guide, we identified leading specialists in the treatment of schizophrenia in each country and conducted hour-long in-depth interviews with more than 100 of these key opinion leaders (KOLs). The IDIs examined standards of care, benefits and problems of current treatment regimens, clinical trial approval processes, and patient recruitment potential and practices. We also gave the clients insight into the KOLs' expectations regarding patient attitudes toward treatment and trials as well as their perceptions concerning unmet needs.

*Over the years I've worked with many research companies. In my experience, your company's professionalism, consultative expertise, and tenacious pursuit of my research goals" has always been second to none.*

Global Operations Leader,  
Patient Recruitment Firm

For each market, we profiled the healthcare infrastructure, disease incidence and prevalence, treatment modalities and accessibility, patient access to treatment, and current drug availability and costs.

**Result:** Our client used our finding to select the countries that would best support its upcoming trials and to identify and recruit principal investigators. The findings also served as a starting point for developing patient recruitment materials.



#### Focus Groups and Patient Survey: Testing Patient Recruitment Materials on Five Continents

**The Challenge:** A pharmaceutical firm needed to test patient recruitment materials in preparation for an upcoming global clinical trial for a new Hepatitis C drug – on a tight deadline.

**Our Approach:** We conducted focus groups at several U.S. sites as well as in Germany, Malaysia, Mexico, and Australia. We also carried out a companion on-line survey in additional countries in Asia, the Pacific Rim, Europe, and the Americas. The focus groups and survey examined patient attitudes

towards participation in clinical trials in general, as well as towards the proposed materials.

**Result:** Our research elicited unanticipated consumer reactions to the materials; we also discovered unmet patient needs, notably for some form of support group. We provided the client with a clear set of patient attitudes and reactions to their materials across several cultures, as well as with insights that would help the pharmaceutical company improve overall patient outreach while meeting their deadline.



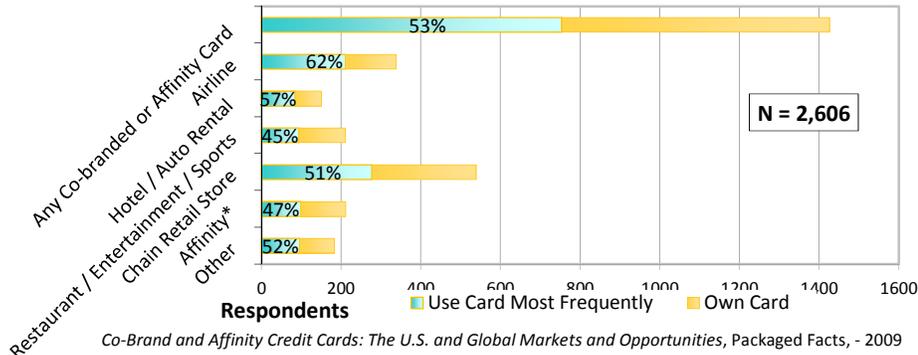
#### Survey: The Consumer View of Co-branded Credit Cards

**The Challenge:** When planning our 2009 report on the market for co-branded and affinity payment cards, we spoke with industry professionals to determine their information needs. A key void was data on consumer behavior, motivators and attitudes. How do consumers decide which card to apply for? What's the best way to communicate a card's features and benefits? What are the most effective channels? What features do they want? What cards do they actually use, and why?

**Our Approach:** Together with the report's publisher, Packaged Facts, we surveyed 2,600 consumers. The survey was designed to illuminate customers' card usage habits, acquisition and usage motivators, front-of-wallet preferences, most desired card features, preferred acquisition channels, and card information sources. We combined these findings with information derived from extensive interviews with credit card executives, experts and marketers.

**Result:** We gleaned a great many new insights on consumer credit card behavior, preferences and motivators, which we incorporated into *Co-Brand and Affinity Credit Cards: U.S. and Global Markets and Opportunities* (Packaged Facts, November 2009).

**Co-Branded & Affinity Cards: Ownership vs Front-of-Wallet**



**Qualitative/Quantitative: Health and Benefit Needs of Inpatriate Workers**

**The Challenge:** An international health and group benefits company provided comprehensive benefits coverage for expatriates, third country nationals and key local nationals in over 100 countries wanted to determine whether it could develop a distinct market and product set for “inpatriates” (foreign employees working in the U.S. under H1-b visas).

**Our Approach:** We took a two phase approach to the project, in-depth interviews followed by an online quantitative survey. In Phase 1 we identified top 50 employers of inpatriates in the U.S. and conducted in-depth interviews with benefits managers at 15. The qualitative interviews covered staffing strategies, and the unique challenges presented by inpatriate employees: cultural adaptation, language, family issues, healthcare access, employee assistance, compliance issues and repatriation. In Phase 2, the findings of the qualitative study were related to the client and were used to develop the online survey which was conducted among a sample of 200 benefits/HR managers. The results of the quantitative survey bore out the findings of the qualitative survey.

**Result:** We determined the size and nature of this market, the issues facing benefits decision makers and the extent to which they felt their firms were satisfactorily handling these issues. We identified leverageable services that our client could provide and ascertained decision makers’ interest in having a company with our client’s capabilities handle all of their inpatriate needs and issues. The benefits company published the study results as a means to promote their active role in the market and demonstrate their knowledge of the market’s needs

*“Te is a really smart and professional researcher. Her interviewing skills are unparalleled, and her ability to turn data into marketing insights is superb.”*

Principal, ADM Marketing



**Focus Groups: Women with Depression**

**The Challenge:** Our client, a leading global clinical trial recruiting firm, wanted to test patient recruitment posters and radio advertisements designed to attract women being treated for depression and experiencing decreased sexual desire. The client was concerned that, given the personal subject matter, the women would feel inhibited and would therefore not be forthcoming in the sessions.

**Our Approach:** In order to help the women feel comfortable, we advised the client to split the participants into small groups of roughly the same age cohort rather than have a single multigenerational group. We also crafted a number of initial questions designed to help the women relax and bond sufficiently so that they could discuss their private thoughts as well as react to our materials.

**Result:** The sessions, which took place in California, Texas, and New York, were spirited. Participants openly shared their feelings. Most were pleased to discover they were not alone. The women engaged in lively critiques of the recruiting materials and gave the clients valuable feedback on what it would take to enroll participants in the upcoming clinical trial. The client used our finding to develop a highly success recruiting campaign for the pharmaceutical company sponsor.

\*Representative experience of our principals and associates