



MARKET RESEARCH WITH INTELLIGENCE

B2B MEDICAL





About Us

B2B Medical is the dedicated medical division of [B2B International](#), Europe's leading business-to-business market research consultancy.

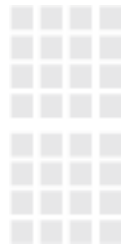
We specialise in speaking to the whole spectrum of medical professionals - from GPs, nurses and pharmacists through to specialists in a vast number of disease areas.

B2B Medical is a member of the [BHBIA](#) (British Healthcare Business Intelligence Association).



About Us – Why We Are Different

- Deep understanding of the special needs of the medical community.
- Recognition of the difficulties of getting hold of the right doctor or specialist.
- Technical understanding of the subject and how to obtain the right answers to the important questions.
- Persistence to get the right information from the right individual.
- Quick turnaround of results.





Services – Overview

We provide the following services:

- Quantitative Telephone Interviewing (CATI), particularly specialising in DFU research.
- Qualitative Telephone Interviewing:
 - Face-to-Face Interviewing.
 - Focus Groups.
 - Diary Studies.
- Access to an Extensive Online Panel of GPs and Specialists.
- Analysis and Presentation of Data.





Services – Quantitative (CATI)

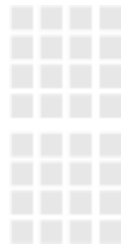
- 25 dedicated CATI stations.
- Fully trained interviewers.
- Ability to programme a large variety of quantitative studies.
- Improved tracking through regular, up-to-date progress reports of fieldwork and sample sizes.
- Immediate data outputs in a variety of ASCII-based formats.





Services – Qualitative

- Managed numerous studies on prescribing practice involving face-to-face interviews, focus groups, depth telephone interviews and diaries with GPs, pharmacists, chemists, nurses and specialists.
- Experience in speaking to patients themselves; something that requires the very highest levels of tact on the part of the interview team.
- Access to an established network of specialists across the UK.





B2B Medical Panels

- Traditionally medical research has utilised methodologies such as face-to-face interviewing, focus groups, and telephone interviewing. However, medical professionals are becoming busier and busier, which is why we started up our medical e-panels.
- Although our panels are made up of professionally-recruited and verified decision makers, they are not just made up of general doctors; rather they have been categorised by specialty.
- Our panels can be joined at: www.b2bmedical.co.uk





B2B Medical Panels

Through our online panels, we now have access to doctors in the following specialties:

- Anaesthetics & ITU
- Paediatrics
- Psychiatry
- Obstetrics and Gynaecology
- General Surgery
- Orthopaedic & Trauma Surgery
- Radiology
- Accident & Emergency
- Cardiology
- Chest Medicine
- Endocrinology
- Gastroenterology

- Geriatric Medicine
- Oncology
- Ophthalmology
- Internal (General) Medicine
- Nephrology
- Neurology
- Dermatology
- Haematology
- Rheumatology
- Urology



In addition, we have extensive experience of the NHS and the changing environment around it



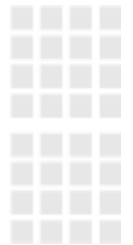
Type of Respondents

- **Primary Care**

- GPs
- Nurses
- Pharmacists

- **Secondary Care**

- Consultants
- Specialist Registrars
- Associate Specialists
- Secondary Care Nurses





Type of Respondents

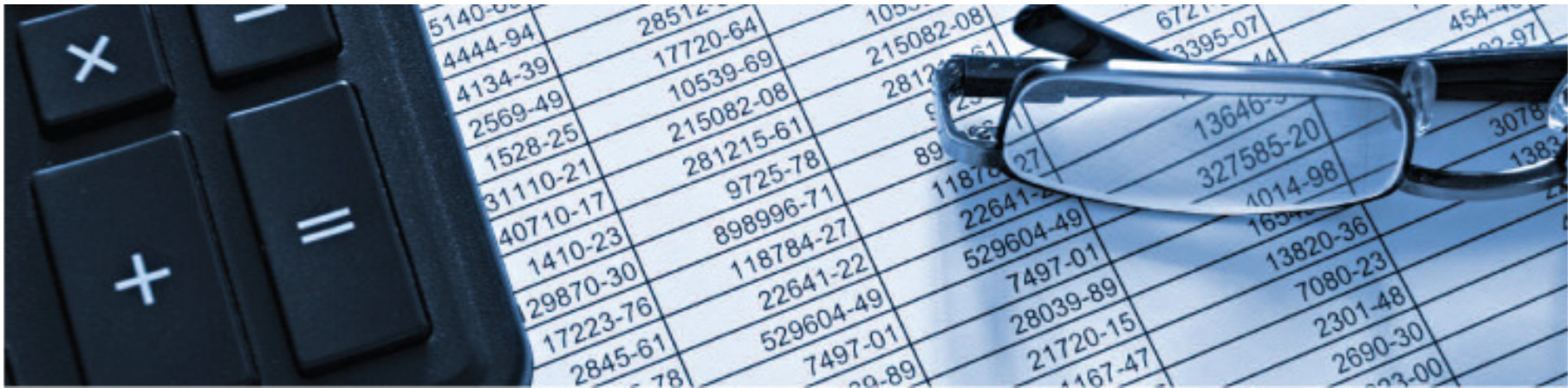
- **NHS Professionals**

- Chief Executives
- Prescribing /
Pharmaceutical Advisers
- Medicines Management
- Healthcare Board
Members
- Public Health Specialists

- **Patients**

- Diabetes Patients
- Epilepsy Patients
- Osteoarthritis Patients
- Colorectal Cancer
Patients, etc.





Experience

- Extensive experience in carrying out interviews over a wide range of specialties, from GPs, Pharmacists and Clinical Nurse Specialists to Oncologists, Urologists, Psychiatrists, Haematologists, Virologists, etc.
- Expertise in interviewing individuals at all levels in Primary Care Trusts.
- Use only specialist medical market researchers who have knowledge of therapy areas and experience of recruiting and interviewing healthcare professionals and patients.
- 20 years'+ experience.
- Ensure quality control at all stages, including interviewer and agency briefings, fieldwork and analysis.





Experience

We have carried out qualitative and quantitative interviews in the following disease areas:

- Bipolar
- Diabetes
- Psychosis
- Cancer
- DVT
- ADHD
- Osteoporosis
- Oncology
- Angina
- Epilepsy

- Asthma
- Respiratory
- HIV
- Neuropathic Pain
- Rheumatoid Arthritis
- Urinary Incontinence
- Psoriasis
- Rhinitis
- Parkinson's
- Upper GI

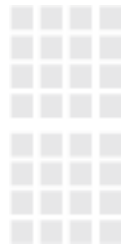


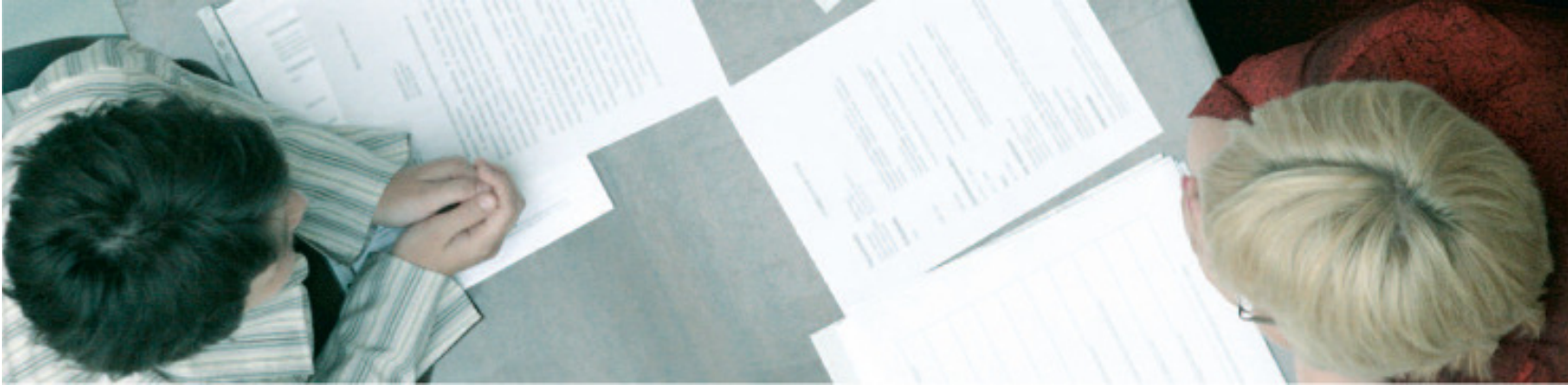


The Team – Interviewers

All our interviewers are:

- co-ordinated, controlled and highly trained.
- supported by supervisors.
- highly motivated, qualified and experienced.
- monitored closely to meet IQCS and BS7911 Market Research Standard.





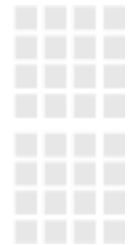
The Team

Bhavika Hira, Operations Manager

(Team Leader) - Bhavika is our Operations Manager and is in charge of all management, recruitment and quality control of the 40 strong medical field force. This field force has the linguistic capabilities of carrying out interviews and setting up focus groups in virtually every major region of the world.

Alex Clements, Operations

Co-ordinator - Alex and his team have carried out thousands of interviews in all corners of the world and have a deep understanding of the logistical problems inherent in setting up interviews with difficult-to-get-hold-of respondents. Alex ensures high levels of efficiency and the timely delivery of fieldwork and returns.



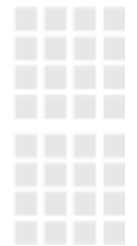


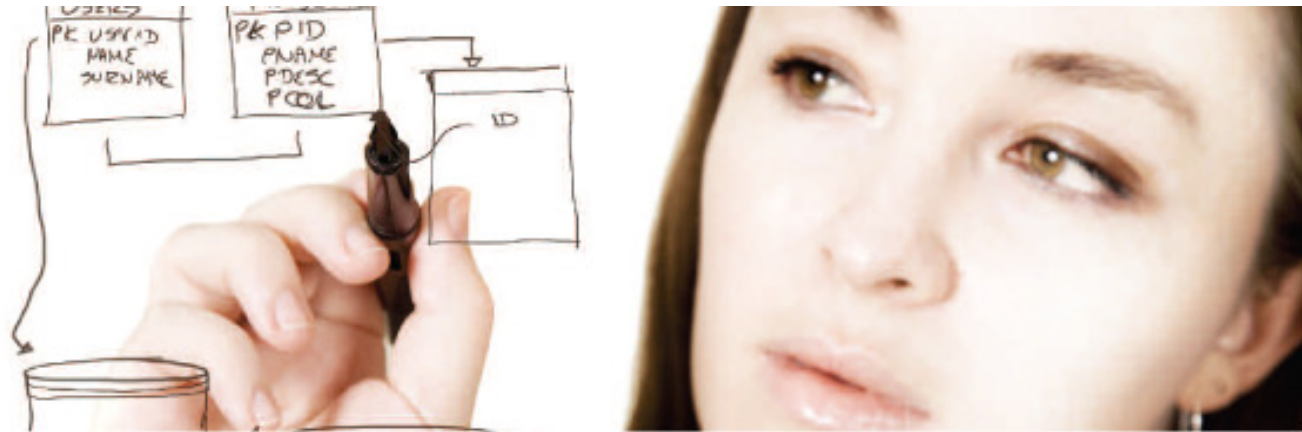
Our Clients

Because of our focus and specialisation, we have been commissioned by clients across the world who need insight into the fast-developing UK, US & European medical markets. We have worked on projects for the following organisations:

- AAH
- Adelphi Group Products
- Adelphi International
- Adelphi UK
- Agfa
- Astells
- Astra Zeneca
- Eli Lilly
- GlaxoSmithKline

- IDIS
- Janssen Cilag
- Johnson & Johnson
- McKinsey & Co
- Quintiles
- Sanofi Aventis
- Serono
- The Department of Health
- Tyco





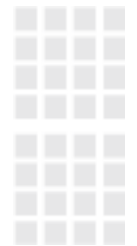
Our Clients – What They Say About Us

“B2Bs efforts on our NHS study are always appreciated by everyone at Adelphi. They understand our needs and are always prepared to take on what are quite challenging and awkward projects. Requests are always addressed promptly and we appreciate their attitude, friendliness and the overall service offered.” – **Adelphi Group Products**

“BRAVO !!! Compliments were overflowing from all and I really wish to congratulate you again for the excellent work done on the survey. The quality of the presentation was outstanding and showed everybody how professionally and seriously the project was handled.” – **Serono**

“The team are always happy with the level of service provided; thanks again.” – **Adelphi Research UK**

“Thank you for your outstanding service. We were very impressed with the high quality presentation and outcomes of the research, especially within the extremely tight deadlines. It is important to know that we can rely on you for your reliability and professionalism and it proves that B2B International provides a first class service.” – **IDIS Ltd**



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www.b2binternational.com/medical



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