

MEDICAL MARKET RESEARCH



ABOUT US

B2B Medical is the dedicated medical division of B2B International, Europe's leading business-to-business market research consultancy. We specialise in interviewing the whole spectrum of medical professionals – from GPs, nurses and pharmacists through to consultants in a vast number of disease areas. We also have great experience in speaking to individuals at all levels in Primary and Secondary Care Trusts within the NHS, in addition to patients themselves. Because of our focus and specialisation, we have been commissioned by clients across the world who need insight into fast-developing medical markets.

WHAT WE OFFER

We provide the following services:

- Quantitative Telephone Interviewing using CATI
- Qualitative Interviewing:
 - Depth Telephone Interviews
 - Face-to-Face Interviewing
 - Focus Groups
 - Diary Studies
- Access to an Extensive Online Panel of GPs and Specialists
- Analysis and Presentation of Data

EXPERIENCE

With more than 20 years' medical market research experience, we have a deep understanding of the special needs of the medical community and recognise the difficulties involved in getting hold of the right doctor or specialist. However, our persistence to obtain the right answers to your important questions, combined with a thorough technical understanding of the subject and a quick turnaround of results, means that we are ideally placed to help, whatever your study. We also have great experience in speaking to patients themselves, something that requires the highest levels of tact on the part of the interview team.

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

- ADHD
- Diabetes
- HIV
- Parkinson's Disease
- Rheumatoid Arthritis
- Urinary Incontinence
- Angina
- DVT
- Neuropathic Pain
- Psoriasis
- Rhinitis
- Cancer
- Epilepsy
- Osteoporosis
- Psychosis
- Upper GI

WHO WE CAN HELP

We work for:

- Pharmaceutical companies and CROs providing the complete range of strategic marketing research services from customer loyalty through to brand positioning and communications effectiveness.
- Market research agencies who do not have the internal capabilities or capacity to carry out their own fieldwork, and who trust B2B International to collect data on their behalf, on time and to budget.

QUALITY STANDARDS

We recognise that quality interviewing is paramount and so ensure quality control at all stages to meet IQCS and BS7911 Market Research Standard.

WHAT OUR CLIENTS SAY ABOUT US

"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

"B2B's 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 appreciated their attitude, friendliness and the overall service offered."

Adelphi International

ABOUT B2B INTERNATIONAL

B2B International is a leading business-to-business market research consultancy that specialises in carrying out ad-hoc market research for businesses, government departments, educational institutions and medical specialists alike.

From our offices in the UK, USA and Asia, we carry out research across the world into a vast array of industry sectors. In all, our 30 years of research experience and industry expertise means that we have managed over 5,000 custom-designed market research projects.

Highly skilled in data collection, analysis and reporting, we answer the most difficult questions facing your business and really add value by turning the information we gather into clear, actionable findings. So, if your company is looking to enter a new market, build its position in a market, create a new brand, find out how satisfied customers or employees are, target markets more efficiently or develop a new product, B2B International can help.

FURTHER INFORMATION

To find out more about our Medical market research capabilities, please contact:

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