

Customer Attitudes & Usage

Market Strategies

Product Innovation



Pharmaceutical (Rx & OTC) Research Group

Industry knowledge, robust research methodology, deep consultation and practical cost-efficient research methods are the key ingredients that help our Pharmaceutical and Biotechnology clients address the new opportunities and challenges of today.



INTERNATIONAL COMMUNICATIONS RESEARCH (ICR)

Is a full-service marketing research agency that has for over 25 years been designing and implementing solutions to complex strategic, tactical and policy issues in the U.S. and in more than 90 countries worldwide.



Our Pharmaceutical/Biotechnology Group combines ICR's heritage in market research with a dedicated team of research consultants that have been assisting our clients meet the changing demands of the industry through:

- Segmentation & Targeting
- Product Profiling, Launch, & Forecast
- Message Development
- Sales Aid Evaluation & Competitive Text
- Advertising Effectiveness
- Pipeline/In-licensing
- Patient/Consumer Studies
- Sales Rep/Doctor Studies

ICR's consultants leverage a broad range of analytic techniques to uncover the answers you need:

- Cluster and factor analysis
- Benefit segmentation
- Trade-off analysis
- Pricing research
- Message mapping
- Perceptual mapping
- Thurstone scaling
- Return on Loyalty
- Max-diff analysis
- Paired comparisons
- Discrete choice

International Communications Research

53 Baltimore Pike • Media, PA 19063-5698 • 484-840-4300

info@icrsurvey.com • www.icrsurvey.com

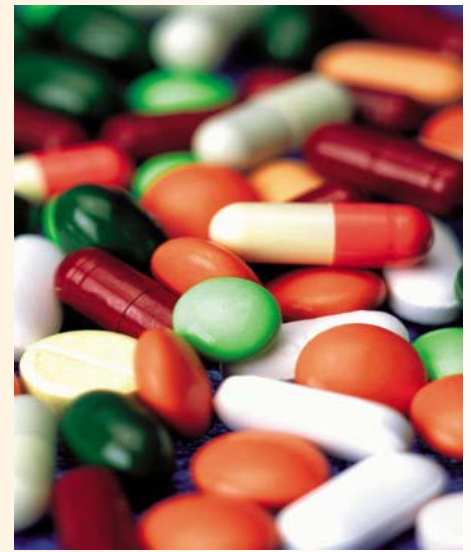
We offer custom marketing research services covering a wide range of topics, audiences, and therapeutic areas, including:

- *Anti-infectives*
- *Cardiovascular*
- *Dermatology*
- *Endocrinology*
- *Gastroenterology*
- *Hematology*
- *Immunology*
- *Interventional Cardiology*
- *Interventional Radiology*
- *Medical devices*
- *Neurology*
- *Nuclear Medicine*
- *Obstetrics/Gynecology*
- *Oncology*
- *Pain Management*
- *Physician Extenders (PA, NP)*
- *Psychiatry*
- *Radiology*
- *Respiratory*
- *Rheumatology*
- *Surgery*
- *Women's Health*
- *Wound care*



ICR can answer these questions for you:

- *What are the dynamics of a new therapeutic area?*
- *How do physicians view a novel mechanism of action?*
- *What is the market potential for an in-licensing opportunity?*
- *Which physicians are more or less likely to prescribe your brand, and why?*
- *What are the rational and emotional connections between prescribers and your brand?*
- *Where are there unmet medical needs, and how can we fill them with our product?*
- *What endpoints are most important to include in a clinical trial?*
- *How does awareness, trial, and usage for our brand compare to the competition?*
- *What is the optimal promotional message for our brand?*



We conduct qualitative research with all the audiences you need to reach:

- *Prescribers of your brand*
- *Non-prescribers of your brand*
- *Key Opinion Leaders*
- *Managed Care executives*
- *Pharmacists (retail, hospital)*
- *Patients*
- *Care givers*
- *Physician extenders (NP, PA, RN)*

In order to get critical information:

- *Likely use of new drugs*
- *Response to promotional messages*
- *How to get on formulary*
- *Why prescriptions aren't filled*
- *What the future is likely to hold*

MORE ABOUT US

The Pharmaceutical Group of ICR brings to your business needs a team of professionals with many years of experience on both the client and supplier side of marketing research. So we understand the issues you face. Our team's experience covers the gamut from early-development medications, to preparing for launch, through to monitoring the ongoing market success of an established brand. The Team is fully supported by the Field Department of ICR; these professionals are expert in gathering the data needed. They can program and host a web survey, recruit hard-to-reach specialists for focus groups, and coordinate with our network in over 90 countries for your

multi-country research project. The aim of all this? Innovative research that directly answers your key business questions with actionable recommendations. On time and within budget.



Contact:

Lloyd Wohlner
484-840-4319
lwohlner@icrsurvey.com
www.icrsurvey.com

