



directiveanalytics

Guiding Strategic Marketing Decisions

We have access to hard-to-reach specialists, and treatment sufferers, including, but not limited to:

Physicians

Allergists
OB/GYNs
Surgeons
Child Psychiatrists
Hematologists
Urologists
Medical Oncologists
Ophthalmologists

Allied Health Professionals

Registered Nurses
Certified Nurse Educators
Nurse Practitioners
Diabetes Educators
Pharmacists (community & hospital)
Physician Assistants
EMT/Paramedics
Optometrists
Dentists

Ailment Sufferers

Allergy
Anaphylaxis
Asthma
Anxiety
Depression
Diabetes
Heartburn
Osteoarthritis
Sleep Disorder
Crohn's disease
Hepatitis B
Attention deficit/hyperactivity disorder

Segmentation and Targeting Precision

We utilize a variety of specialty healthcare related panels, making it easier for our clients to access the specific, and in many cases low incidence, groups they need. We use multiple panels from different sources, because it is our experience that no single sample source is best for all types of research applications.

All panelists that we utilize have actively agreed (via prior active permission and opt-in) to participate in marketing research studies that we conduct either online, by telephone, or in person.

Our sample sources for Pharmaceutical and Healthcare research includes the following:

An Ailments Panel representing over 275,000 adults in the US. Panelists are classified based on the presence of one or more of over 100 categories and 100+ sub categories of ailments. Data is available at both the individual and household level.

Over 125,000 adult U.S. Users of Rx and OTC medications in more than 50 categories, as well as users of over 120 Rx brands.

More than 380,000 physicians representing 36 specialty areas and more than 200,000 allied healthcare professionals representing more than 25 different occupations.

Applications

Directive Analytics can assist you in meeting all your research needs. We combine the experience and knowledge from prior associations with the largest and most respected research organizations with the personalized attention and responsiveness associated with an individualized private practice. The work we have done in the Pharmaceutical and Healthcare categories includes:

- All forms of diagnostic research related to attitudes, usage, behaviors, and motivations-drivers associated with prescribing and purchasing
- New product development
- Market segmentation
- Pricing models
- Branding: personality, affinity, equity
- Communications ideation
- Concept testing
- Marketing & communications effectiveness measurement
- Web-centric: website development and online effectiveness measurement
- Loyalty-satisfaction among multiple stakeholders
- Conjoint and discrete choice modeling?

Products and Capabilities

We have developed several proprietary products that we use when applicable, which we tailor to best meet the needs of our clients. When research requirements fall outside of the scope of these products, we pride ourselves in providing alternative custom solutions that achieve our client's research objectives, their timing constraints, and available budgets.

Our products include:

directiveIDEATION™ & directiveCHAT™

Our combined qualitative techniques facilitate brainstorming and idea generation with different constituent groups—ranging from key consumer groups to physicians and specialty healthcare professionals.

directivePULSE™

Fast, cost-effective research conducted in a bi-weekly omnibus survey among 1,000 online panelists. Elicit consumer insights on new product ideas, messaging, or other topics. Results turned around in days for the fraction of the cost of a full custom survey.

directiveSEGMENTS™

Our proprietary segmentation methodology uses cutting edge quantitative techniques to identify homogenous groups of customers that can be marketed to in similar ways. We use predictive modeling and validation to ensure that segments are consistent and reliable over time.

directiveOPTIMIZER™

Proprietary conjoint methodology administered via CAPI or online. Allows you to better understand perceptions of your product and desired features. Forcing respondents to trade off benefits and consider different price points helps to build the ideal offering. Conduct market simulations to better understand the share implications different offerings present. As a result, develop more effective communications and determine the right product mix for different target segments.

simSHOPPER™

Test OTC product preferences and purchase decisions with an innovative new research tool that simulates a shopping experience. Through an online survey, respondents are presented with a shopping aisle and are able to interact with different products and simulate purchases. Our clients have used this tool for product testing, packaging, pricing and other research initiatives.

directiveTRACE™

Our proprietary video-copy testing platform offers the ability to measure likability among target respondents in real time, second-by-second, as the video is played. As respondents are presented with a video online a slide bar is placed below the screen, which can be moved left or right depending on how each respondent likes each part of what they are exposed to. Trace data is immediately cached, enabling follow-up qualitative probes. Still shots of the exact scenes identified can be used as a prompt to enhance response. The final output is presented as a cumulative mean trace of all respondents, overlaid on the video. Response from target subsets can be presented as a graphic overlay.

directiveTRACK™

Using our communications and brand health tool our clients are able to obtain benchmarks that can be used to monitor brand awareness, brand usage/trial, brand affinity, brand and competitive brand perception, as well as marketing and advertising effectiveness, including message recall. Our tracking combines the best practices tenants of effectiveness measurement with the strategic and analytic focus we bring to all our work.

Why You Should Use Directive Analytics

- We provide tailored research, analytical, and consultative solutions that adapt products to client needs, and not client needs to products.
- We are agnostic in our use of different types of field options. We tailor the research designs and field options offered to best meet your needs and requirements.
- We offer principal involvement in all work, offering you the highest caliber of service and responsiveness.
- We are experienced researchers having worked extensively with Rx and OTC issues.
- We offer a global research footprint that is not locked into any preexisting panel or sample source.
- Our primary interest is in helping you meet your business objectives, which we believe will make you want to continue using our services.

For more detailed information on how we can help you with your advertising research or other research needs, contact us at: (203) 855-8550 or info@directiveanalytics.com.



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