



How well do you know your customers?

Which of these common challenges are you facing today?

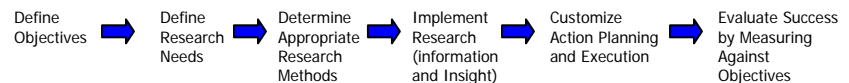
- You need insight into your physician's choices, loyalties, prescribing habits and satisfaction, but don't have it
- You need to differentiate your products more in an environment of fewer blockbusters
- You want to understand your customers' and patients' behaviours across the product lifecycle
- You want to understand patient attitudes and behaviours regarding adherence and demand

Maritz Research specializes in customized, quantitative marketing research solutions using leading-edge methodologies and technologies targeted against these specific business challenges. We specialize in Voice of Doctor (VOD) and Voice of Patient (VOP) research.

The Maritz Solution

Maritz helps healthcare clients grow their businesses by providing them with information and insight that leads to better brand strategies and business decisions. We provide actionable intelligence that can help you bridge any gaps between your brand promise and the actual brand experience for your employees, customers and patients.

Our Proprietary Approach: The Maritz Action Research Process



Case Studies

For one of the largest pharmaceutical companies in the world, we monitor the effectiveness of their physician marketing program through a Message Recall Study. This study helps them understand the impact of their marketing/sales channels in communicating key messages to Canadian physicians about each of their products. We also do custom physician research for them on an ad-hoc basis to help advance their brand marketing and sales strategies.

For another top pharmaceutical company, we run a Voice of the Customer program across each of their business units to benchmark them against competitors. We also help them combine Voice of the Customer research with Employee Engagement survey results in a robust Action Planning process for each business unit.

The Maritz Advantage

- Canada's leading Customer Satisfaction research company with 35 years of global experience
- Healthcare team with over 100 years of collective experience yielding a deep knowledge and understanding of the healthcare industry
- We know your customers: we have relationships with Canadian physicians in virtually every therapeutic area who are willing to participate
- Our unique Action Research Process helps us work together with clients to ensure the research output is meaningful and actionable – translating research data into measurable business strategy
- We provide insight and analytics at all stages of a product lifecycle
- Quality Management System (QMS) based on ISO standards

Call Cheryl **Clarke** at 905.696.5413 for a case study demonstration that best matches your business need.



Maritz®

The Human Dimension of Sales & MarketingSM