

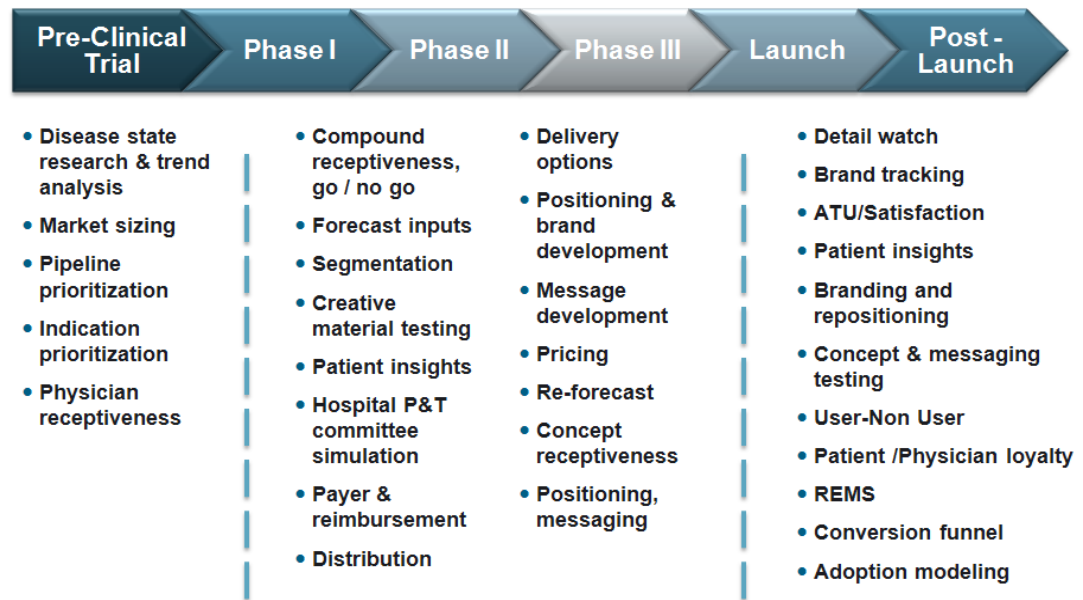
Healthcare Market Research

Drive Product Success with Deep Patient Insights

As payer and government influence over therapy choice increases, new market research methods have become critical to gaining or maintaining a competitive advantage in the healthcare and pharmaceutical marketplaces. Whether your goal is to move into emerging markets, launch a new product, or expand to new disease areas, the challenge is to gain better insights in a shorter timeframe from the right target market of patients or industry professionals.

Capabilities Along the Entire Healthcare/Pharmaceutical Product Lifecycle

MarketTools offers deep market research experience and engaging, interactive research tools and methodologies to inform better business decisions. Our robust research offerings deliver accurate, actionable results at each stage of the lifecycle for pharmaceutical and healthcare products:



Therapeutic Expertise for a Customized Research Approach

Our consultative approach allows you to prioritize your research needs, execute studies, and gain the right insights – all timed to accommodate each phase of development. We combine our own research technology and healthcare/pharma experience to provide insights on topics ranging from lexicon development to reimbursement strategy. Our expertise includes:

- Disease-based therapeutic knowledge, encompassing cardiovascular to urology
- Pain management and treatment research experience
- Diagnostics, procedures and additional medical methods

MarketTools Healthcare and Pharmaceutical Research Benefits

- ▶ **Secure a competitive advantage in the marketplace** with the right insights from the right target markets of patients and industry professionals.
- ▶ **Gain insights along the entire healthcare/pharma product lifecycle**, from pre-clinical trials through product launch and post-launch.
- ▶ **Leverage our deep healthcare industry expertise and therapeutic knowledge** to design more effective studies and research programs.
- ▶ **Make better business decisions using accurate, actionable research results** captured through interactive, engaging research methodologies and advanced analytics.

MarketTools Healthcare Research Combines Deep Research Expertise With Powerful Technology Platforms

MarketTools delivers powerful insights to our clients using advanced technology tools and analytics from several scientific disciplines.



Visual Tools

Our interactive online survey and testing technologies engage respondents with game-like environments and real-world scenarios to uncover consumers' conscious and subconscious decision-making processes around over-the-counter drugs, prescription drugs, and medical devices.

Messaging Tools

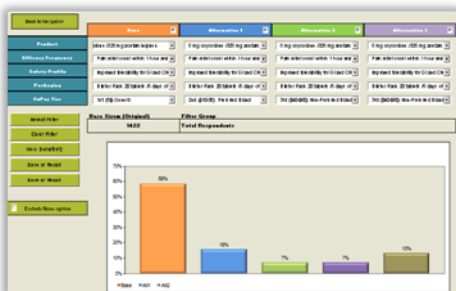
Text highlighter tools allow respondents to select specific message statements to indicate likes, dislikes, or uncertainty. Results are visualized in a word cloud-style format that highlights favored terms by font size and color, making test outcomes easier to understand and share. Image highlighters offer similar functionality for packaging, showing results in a heatmap that indicates most-favored visual elements.



Sign up to stay on top of what experts are saying about heart-healthy living so you can continue to make the most informed choices about your own health. Expert Content is free just for signing up.

Simple exercises that improve health. Why cholesterol matters: understanding the link between cholesterol, plaque buildup in arteries, and heart health.

Understanding your high cholesterol: It's not just about what you eat.



Advanced Analytics

The industry-leading MarketTools analytics team applies rigorous scientific approaches to forecasting and to optimization studies for clinical trials using discrete choice modeling, conjoint studies and segmentation.

MarketTools Patient Panel

MarketTools offers a state-of-the-art online patient panel comprised of nearly a million US patients, profiled by medical ailment and health habits. The patient panel is nationally-representative and balanced to ensure accurate sample representation. Panelists are validated with MarketTools TrueSample®, the industry's leading solution to ensure your survey respondents are who they say they are and are truly engaged in the survey process – to assure that your business decisions are informed by the highest-quality data.

About MarketTools Custom Market Research

MarketTools is the leading provider of software and services for market research and enterprise feedback management (EFM). We provide leading organizations the actionable customer insights they need to make better business decisions that lead to high-value business impact. MarketTools' custom market research services are supported by our groundbreaking Advanced Analytics team and our suite of market research software. Our industry-leading data quality solution, TrueSample®, ensures that online research respondents are Real, Unique and Engaged™, leading to higher quality online research results.



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