



QUALITATIVE SOLUTIONS

Research Services 2017



For Research Inquiries,
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A WORD FROM THE FOUNDER

About our Qualitative Solutions

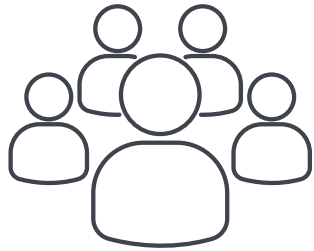
“When it comes to successful qualitative fieldwork projects, whether in-depth phone calls with key opinion leaders, face-to-face discussions with knowledgeable experts at industry association meetings, or client events with panels of experts presenting, the quality of expert identification and recruitment is of prominent importance.”

We have achieved a 96% satisfaction rate from clients, because we are fundamentally committed to matching them with the right subject matter experts the first time around. Our job is to make our clients’ research better and more efficient, and this can only come about through the provision of high quality, high-touch service and support.

Our team of research analysts optimizes proprietary tools and methodologies for successful matching, using both qualitative and quantitative measures to improve accuracy and efficiency in our sourcing and vetting processes. We source, filter and vet respondents according to any number of highly specific or intersecting criteria to make the best match, within time frames that our clients need.

Emily Brammer
Founder and Director of Research
Axon Advisors

Welcome



FULL SUITE OF QUALITATIVE SOLUTIONS

IN-DEPTH INTERVIEWS

- ▶ Telephone
 - ▶ Individual Calls: Phone and web-assisted
 - ▶ Conference Calls: Scalable and web-assisted
- ▶ In-Person
 - ▶ Office Visits
 - ▶ Meetings with experts at key industry conferences
 - ▶ Coordinating KOL / panelist attendance at special events

FOCUS GROUPS

- ▶ On-site Focus Groups
 - ▶ Traditional
 - ▶ Non-traditional: Portable live video streaming for field research
- ▶ Online Focus Groups
 - ▶ Synchronous: Text and Video
 - ▶ Asynchronous: Bulletin Board

CUSTOM RECRUITING & CUSTOM REPORTS

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Qualitative Solutions



TELEPHONE IN-DEPTH INTERVIEWS (IDIs)

Axon Advisors provides clients access to healthcare professionals via a wide array of teleconference modes and capabilities, including:

- ▶ Individual Calls
- ▶ Conference Calls
- ▶ Web-Assisted Calls
- ▶ Webcam-Assisted Calls

Call Features

Use toll-free number to dial-in
Connect using your computer's built-in audio

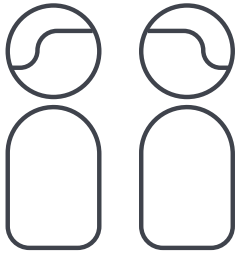
Web-Assisted Call Features:

Share your desktop
Share files, such as a PowerPoint presentation, a PDF and a video clip
Share an individual application and keep everything else on your desktop private
Change presenters and let someone else in your meeting share content
Use sketch tools to highlight parts of a shared document or application
Start a private chat or send a message to everyone in your meeting
Give someone else in your meeting control over your mouse to make edits or demo
Capture a group brainstorming session or take notes with WebEx's online whiteboard

Webcam-Assisted Call Features:

View up to seven video feeds at once
See everyone side-by-side with shared content
Switch to full-screen in HD video – up to 720p
Focus the discussion by locking the video onto one speaker





IN-PERSON IN-DEPTH INTERVIEWS (IDIs)

Axon Advisors provides clients access to healthcare professionals via a wide array of IDIs, including:

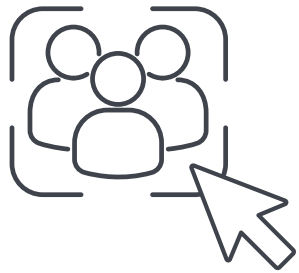
- ▶ Meetings with experts at key industry conferences
- ▶ Coordinating KOL / panelist attendance at satellite industry conference events
- ▶ Coordinating KOL / panelist attendance at special client events
- ▶ Office / Facility Visits

Meet with KOLs at industry conferences worldwide, including those sponsored by:

- ▶ FIME Show / Federation of International Medical Equipment Suppliers
- ▶ HIMSS: Healthcare Information & Management Systems Society
- ▶ European Association for the Study of the Liver
- ▶ American Dental Association
- ▶ American Academy Of Orthopaedic Surgeons
- ▶ American Society Of Clinical Oncology
- ▶ The European League Against Rheumatism
- ▶ European Committee For Treatment And Research In Multiple Sclerosis
- ▶ Society For Neuroscience
- ▶ European Cystic Fibrosis Society
- ▶ American Academy Of Ophthalmology
- ▶ American Society Of Health System Pharmacists
- ▶ American Society Of Hematology

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In-Person IDIs



ASYNCHRONOUS ONLINE QUALITATIVE TOOL: BULLETIN BOARD

Bulletin boards are a qualitative online tool to help gain in-depth responses from respondents quickly and inexpensively across various geographies.

Bulletin Board Features

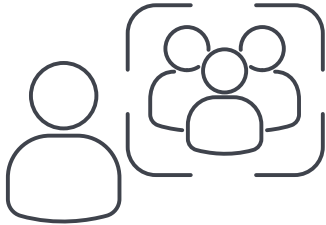
- Language menu
- Breakout rooms
- Annotations
- Polls
- Concept testing
- Branded accounts
- Custom software development
- iTracks moderator community

Moderator Capabilities

- Control participants' ability to view other posts
- Present stimuli by uploading posts and files
- Utilize e-mail broadcast tool
- Assign participants to sub-groups
- Respond publicly or privately to individual posts
- Identify participant-specific discussions

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Bulletin Board



ON-SITE FOCUS GROUPS IN OVER 1,000 FACILITIES IN 54 COUNTRIES

Through the largest global network of focus group providers, we provide site locations coupled with audio and video services, reliability and security, and superior panel selection.

Facilities and Technology Features

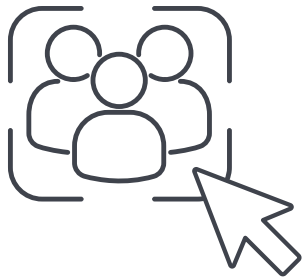
- 1,000 meeting rooms in 54 countries
- Portable equipment for non-traditional facility
- Audio / Video recording
- Fixed and moving camera options
- One-way mirror
- Separate lounge rooms
- Live streaming to unlimited remote viewers

Analysis and Archive Options

- Redundant equipment and network data lines
- On-site technical support
- Transcripts
- Moderators available
- VideoMarker and full content management
- Security and privacy - EU safe harbor certified

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On-Site Focus Groups



SYNCHRONOUS ONLINE QUALITATIVE TOOL: TEXT AND VIDEO

Axon Advisors offers industry-leading capabilities for online focus groups using iTracks technology and superior panel selection.

Text and Video Features

- Multiple screen view
- Multilingual interface
- Written transcripts available
- Automatic audio/video transcripts
- Observer chat functionality
- Dedicated moderator available
- Teleconference bridge integration
- Real-time mark up features
- Quick polls
- Dedicated tech support
- Webcams shipped to users



Text and Video



SUPERIOR PANEL SELECTION

Through strategic development and aggregation of proprietary, licensed and partner profile databases of healthcare professional contacts, Axon's unique capability in creating customized panels for qualitative and quantitative projects is the most successful in the industry.

We provide clients custom recruited panels sourced from our proprietary database of 440 million professionals worldwide, 1.5 million profiled therapeutic key opinion leaders (KOLs) globally (the largest T-KOL profile database in the industry), 8 million healthcare providers worldwide (4 million in the US), 100 million executives and employees at 85 million companies worldwide, 750,000 US-based medical practitioners, 560,000 international medical practitioners, 3,000 payer KOLs in the US and Europe, and thousands of international industry and regulatory consultants.

See our brochure on HEALTHCARE PANELS for more detail:
(http://www.axonadvisors.com/brochure/healthcare-panels_2014.pdf)

- ▶ 440 Million Professionals Worldwide
- ▶ 1.5 Million Therapeutic KOLs Worldwide
- ▶ 8 Million Healthcare Professionals Worldwide
- ▶ 4 Million Healthcare Professionals in the US
- ▶ 750,000 Physicians in the US
- ▶ 560,000 Physicians outside the US
- ▶ 3,000 Payer KOLs Worldwide
- ▶ 60 Million Executive and Employees
- ▶ Thousands of Industry Consultants
- ▶ 22,000 Lobbyists
- ▶ Former FDA Employees
- ▶ Regulatory Experts

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Panel Selection

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