



QUANTITATIVE SOLUTIONS

Research Services 2017



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A WORD FROM THE FOUNDER **About our Quantitative Solutions**

“One of our goals is to provide our clients the most sophisticated online information gathering technology combined with the best panel selection, for quantitative research projects.”

For this reason we have partnered with Qualtrics, the gold standard in online survey technology. Through our enterprise account, clients have at their fingertips the most technically advanced online tools available, which can be used to tap our vast network of healthcare professionals.

Survey capabilities are complete with exportable data in just about any kind of graph, including over 30 different graph types in Flash, Word, PowerPoint, or PDF. Clients can filter, drill down, analyze respondents, share reports or analyze data any way they might need.

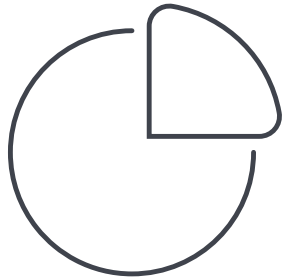
Quantitative data collection also offers minimized risk in relation to the potential exchange of confidential information, and for this reason we are seeing a rise in the reliance on quantitative research methodologies among financial services firms.

Clients who run their projects through Axon also benefit from having all of their data and reports in one centralized location.

Send us a request for a quote on your next data collection project!

Emily Brammer
Founder and Director of Research
Axon Advisors

Welcome



FULL SUITE OF QUANTITATIVE SOLUTIONS

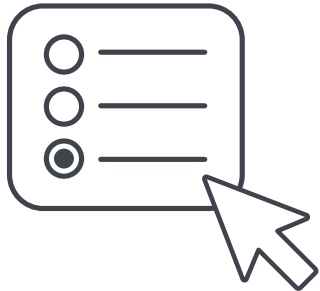
SURVEYS

- ▶ Online Surveys
 - ▶ Traditional Online Survey (Qualtrics)
 - ▶ Computer-Assisted Web Interviewing (CAWI)
- ▶ Telephone Surveys
 - ▶ Computer-Assisted Telephone Interviewing (CATI)
- ▶ In-Person Surveys
 - ▶ Computer-Assisted Personal Interviewing (CAPI)

DATA ANALYSIS, REPORTING, AND RESULT PUBLISHING

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Quantitative Solutions



ONLINE SURVEYS USING QUALTRICS TECHNOLOGY

Survey Features:

- ▶ **Creating Surveys - We Give You Your Own Complimentary Qualtrics Account!**
 - ▶ **Adding Questions**
 - 100 Question Types
 - Question Formatting
 - Question Libraries
 - ▶ **Question Options**
 - Survey Randomization
 - Personalized Surveys
 - Survey File Download
 - ▶ **Survey Flow**
 - Skip/Display Logic
 - Question Blocks
 - Loop and Merge

- ▶ **Distributing Surveys - Leave it to us!**
 - ▶ **Mailing Surveys**
 - Custom Distribution Settings
 - Reminder Message Scheduling
 - Automatic Message Set-Up
 - Response Tracking
 - ▶ **Other Options**
 - In-Page Pop-Ups
 - Survey Embedding
 - Dynamic Survey Links
 - Hard Copy Printouts

- ▶ **Analyzing Data - Enjoy the Gold Standard in Reporting!**
 - ▶ **Reporting Survey Results**
 - 30 Graph Types
 - Data Filter
 - ▶ **Sharing Reports**
 - Report Exports
 - Real-Time Sharing
 - ▶ **Analyzing Data**
 - Data Download
 - Cross Tabulations



COMPUTER-ASSISTED WEB INTERVIEWS (CAWI)

CAWI Features:

- ▶ Internet surveying technique using an online application
- ▶ Questionnaires can contain pictures, audio and video clips, links to different web pages, etc.
- ▶ Questionnaires can be customized based on the answers provided and the participant's information

Benefits of CAWI:

- ▶ Reliable and complete data input
- ▶ Automatic adoption of responses or brands from earlier questions
- ▶ Automatic filtering
- ▶ Avoidance of positioning effects by standardised rotation and randomization of items
- ▶ Automatic plausibility checks
- ▶ Full concentration of the interviewer on the important contents of questions and answers
- ▶ Possible for respondent to complete the questionnaire themselves – guarantee of anonymity
- ▶ Efficient monitoring and control possible – automatic control of sample and quotas
- ▶ Direct recording of data from the interview – no need for later data entry – avoids any additional source of errors
- ▶ Data is available immediately
- ▶ Possible to integrate logos/pictures/commercials



COMPUTER-ASSISTED TELEPHONE INTERVIEWS (CATI)

CATI Features:

- ▶ Advanced questionnaire scripting tools
- ▶ Questionnaire scripting using a text-to-speech converter or pre-recorded sound files
- ▶ Dial and re-dial protocols
- ▶ Surveys can be conducted in inbound or outbound mode
- ▶ Listening in, recording and monitoring functionalities enabling quality control
- ▶ Data are centralized and stocked in real time to ensure efficient management of studies
- ▶ All collected data are stored in a single database
- ▶ Data analysis and reporting completed within a very short period of time
- ▶ IVR (Interactive Voice Response) - Automated Telephone Surveys
 - ▶ Substantially reduce the high costs associated with input and encoding
 - ▶ 24/7 support for respondents

Benefits of CATI:

- ▶ Advanced redialing settings for maximum productivity
- ▶ Call-back prioritization management through an optimized control system
- ▶ Possibility of dispatching call-backs
- ▶ Highly advanced quota control system (simple, crossed, multiple, grouped quotas, etc.)
- ▶ Access to reports in real time via Internet or intranet
- ▶ Simple audio and video monitoring easily accessible from outside



COMPUTER-ASSISTED PERSONAL INTERVIEWS (CAPI)

CAPI Features:

- ▶ Interviewing technique in which the respondent or interviewer uses a computer to answer the questions
- ▶ The interviewer is present in person to serve as a host and to guide the respondent

Benefits of CAPI:

- ▶ Seamless Integration with telephone surveys (CATI) and online surveys
- ▶ Tools for creating rich-content questionnaires, data analysis and reporting
- ▶ Quick and efficient data transfer
- ▶ Simultaneous management of several interviews
- ▶ Integrated messaging system



DATA ANALYSIS, REPORTING, AND RESULT PUBLISHING

Features:

Enjoy the absolute gold standard in survey design and reporting utilizing your complimentary Qualtrics account.

- ▶ View survey results in real time
- ▶ Discover and highlight actionable key findings from surveyed topics
- ▶ Simple, intuitive and user-friendly interface for managing and analyzing survey results

Benefits:

- ▶ Distribution of results in real time to the whole organization, at every step of the survey
- ▶ Customized reporting in various formats
- ▶ Secure and user-friendly web interface
- ▶ Able to process large data volumes and manage simultaneously a great number of users
- ▶ Able to conduct sophisticated analyses (filters, banners, statistical calculations, etc.)

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Data Analysis



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

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Panel Selection

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