MARKET RESEARCH AT ADELPHI

SEPTEMBER 2016
Adelphi Research conducts primary market research, exclusively in the healthcare industry

*Parent Company:* Omnicom Group

- Providing full-service primary custom marketing research for over 25 years
- Employing 56 professional staff in US and 45 in UK
- Conducting about half of our research globally
What is market research?

The collection and evaluation of specific data to help suppliers better understand their customers in terms of:

- Characteristics
- Behavior
- Attitudes
- Needs
- Reactions to new products/ services/ advertising
Types of market research

Primary

• Field or survey research designed to meet specific information requirements

Secondary

• Existing information

Syndicated

• Available, ongoing information (regular
Primary Market Research

Designed to collect information to help answer a specific question or set of questions to aid a particular decision
- Research is carried out ‘in the field’
- Can be ‘qualitative’ or ‘quantitative’

Primary research uses new information or data, and this usually involves interacting directly with respondents in some way and asking questions.

Qualitative research is centrally concerned with understanding things rather than measuring them.

Quantitative research involves the measurement of the incidence of various views and behaviors.
### Why do market research? What is its role?

**Market research can aid decision making, and reduce risk and uncertainty by helping to:**

<table>
<thead>
<tr>
<th>Understand customers</th>
<th>A pharmaceutical company has a drug in early development:</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Their needs (current &amp; future), behavior, attitudes &amp; reactions</td>
<td>- Is there a need for the drug? How is the disease treated?</td>
</tr>
<tr>
<td></td>
<td>- What types of doctor will prescribe it?</td>
</tr>
<tr>
<td></td>
<td>- How do patients live with condition X and what would improve their lives?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Measure and define the market</th>
<th>A pharmaceutical company has a drug which they are considering launching in the kidney transplant market:</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Market size and potential</td>
<td>- How many patients are there? Is there enough to provide a viable opportunity?</td>
</tr>
<tr>
<td></td>
<td>- How much competition is there from other drugs?</td>
</tr>
<tr>
<td></td>
<td>- What different types of patients/doctors exist – are some more likely to use the new drug than others?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Monitor performance</th>
<th>A pharmaceutical company has a drug which is used to treat breast cancer:</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Market share, awareness, usage</td>
<td>- How many doctors are using their drug? How much market share do they command and who are the other main players?</td>
</tr>
<tr>
<td></td>
<td>- What are the drivers and barriers to use?</td>
</tr>
<tr>
<td></td>
<td>- How are they using the drug – in which patients? At which doses?</td>
</tr>
</tbody>
</table>
Projects Across the Product Lifecycle

- Exploratory market understanding
- Early stage insight (bulletin boards) / concept testing
- KOL / payer research
- Patient journey
- Market mapping / identifying unmet needs
- Segmentation
- Positioning
- Patient insights
- Message development & testing / storytelling
- Blogs and online diaries
- iPad detail aid testing
- Device & package testing
- Baseline ATU research
- Adapted ethnography
- Patient communities
- Detail aid testing
- Concept testing
- Live immersion workshops
- Immersion depth interviews

Numbers highlight % of our work conducted at each stage of the journey
What makes Adelphi unique?

**Exclusive to the pharmaceutical and healthcare industry**
- Therapeutic depth for better business decisions
- Specialized focus in specialty markets

**Expertise and perspective**
- Most have advanced degrees (e.g., psychology, statistics, public health, MBA); senior staff with 10+ years in pharmaceutical market research
- Global experience spanning 40+ countries across 5 continents

**Quality and excellence**
- Senior staff oversight on every project
- Concise deliverables in storylining format, focused on the key business questions

**Custom solutions**
- Close partnership with clients to produce customized design and output
What can YOU expect at Adelphi?

- **Growth.** Long-term career advancement. Our philosophy is to promote from within, and we use an expansion model.

- **Mentoring.** Senior management oversight on projects, a line manager and a buddy to help guide you.

- **Opportunity.** Our clients include major pharmaceutical firms, and as a team member you will contribute to the design and implementation of strategic studies.

- **Travel.** Opportunity to observe and conduct research across the US and globally.

**Competitive Compensation and Benefits.** Competitive salary, generous PTO, 401k plan match, stock purchase plan and a bonus structure.