

## HIGHLY TARGETED PATIENT RESEARCH (HTPR<sup>SM</sup>)

Have your quantitative research needs been frustrated by the difficulty of conducting research with **low incidence patient populations**? Now, Centrac DC can enable you to conduct research with patients such as those who:

- Take specific medications
- Have very specific disease conditions
- Have recently (or ever) switched from one medication to another

The ability to target low incidence patient populations may prove particularly helpful for projects such as:

- Compliance / persistence habits studies
- DTC advertising studies
- DTC brand equity / competitive positioning studies

HTPR<sup>SM</sup> is made possible through a proprietary data resource, which involves a panel of **several thousand retail pharmacists** that can help target and recruit very specific patients to participate in marketing research studies. The panel is geographically dispersed and representative of the universe of all pharmacies in the continental United States. The panel also has fair representation from both chain and retail stores. This panel provides Centrac DC with **access to several million patients** for research purposes.

Unlike traditional consumer panels that tend to have older data and filter only to the disease state, HTPR<sup>SM</sup> is able to get feedback from the "right" patient at the "right" time. We get the "right patients" by leveraging the panel's daily interaction with thousands of new and return patients at the point of sale to find highly targeted and low incidence populations. For example, we can customize the recruitment based on age range, sex, geographic location, therapeutic category, current or former product use, users of competitive brands, length of therapy, and therapy switches. We also interact with these patients at the "right time" because we can interview them within days or even hours of when a new prescription has been written.

In addition to patient research, HTPR<sup>SM</sup> can also be a cost effective way to get quantitative feedback from a large and broad sample of pharmacists across the country.

### About Centrac DC

Centrac DC conducts well-designed marketing research efficiently and expediently with high quality standards. We are experienced professionals using state-of-the-art data collection techniques and technologies to provide a full spectrum of custom marketing research services using methodologies designed to provide relevant, actionable information for marketing decisions. Although we have a specialty in Pharmaceutical Research, our personnel are experienced in a broad array of categories, enabling us to provide Pharmaceutical and other Health Care companies with an unusually robust set of marketing research services.

For more information on HTPR<sup>SM</sup> solutions for your company, please call Jeff Adler at 301-840-3850 or e-mail him at [JAdler@centracDC.com](mailto:JAdler@centracDC.com).