

RAPID TURNAROUND RESEARCH

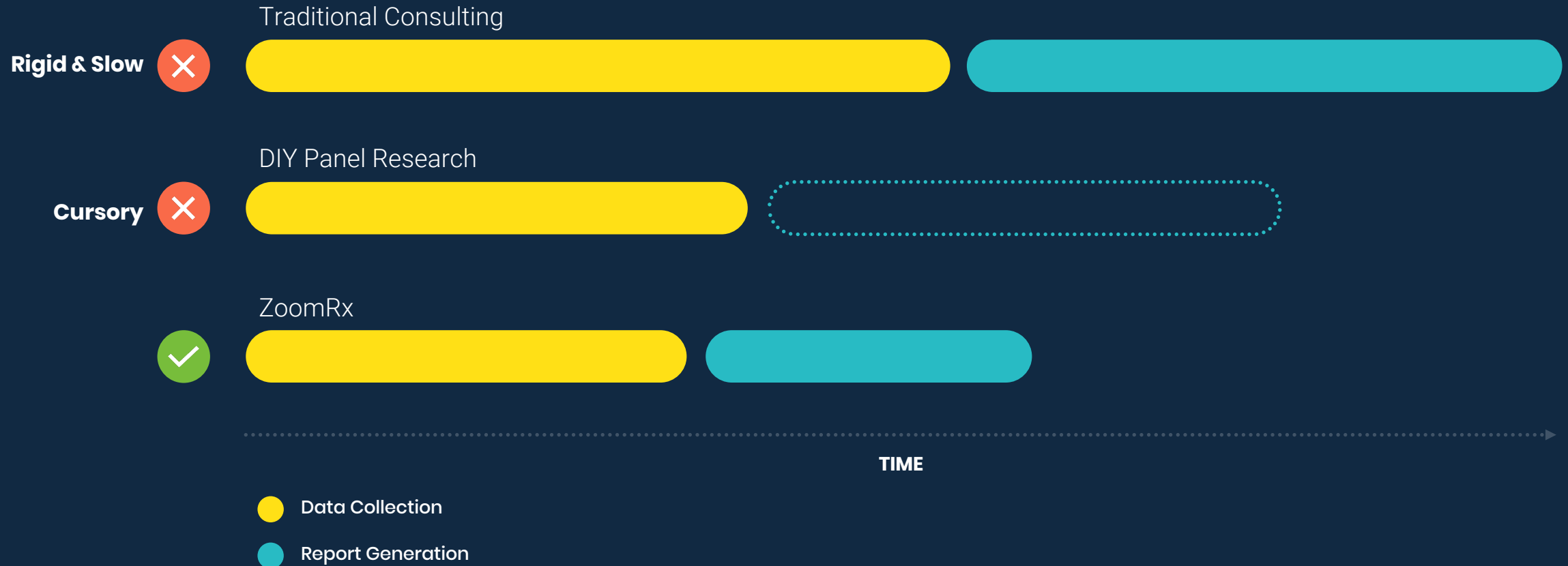
Markets evolve. **We help you stay ahead.**

SEE HOW



Find the right solution

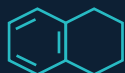
Market events happen unexpectedly. Questions outside the scope of your original research pop-up. To respond effectively, you need a research solution **that is adaptive, nimble and robust.**



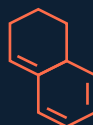
How the ZoomRx solution works

ZoomRx integrates a full-service consulting team, a robust HCP panel of 10,000 providers, and a custom research platform to deliver actionable insights quickly.

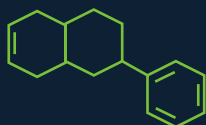
BUILDING BLOCKS



HCP panel



Research platform

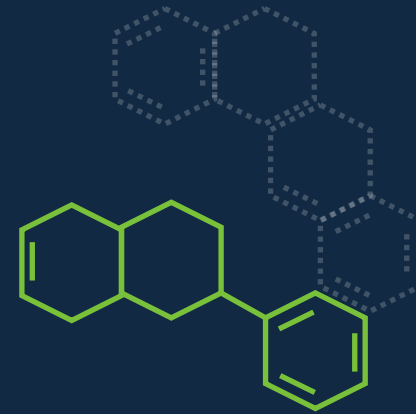


Full-service consulting



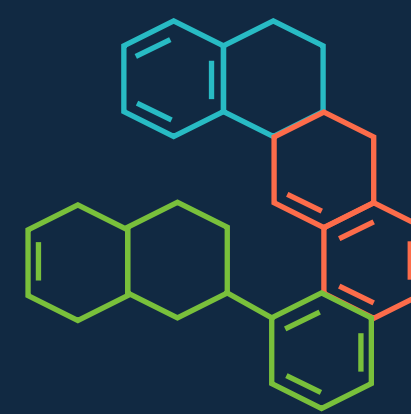
SOLUTION: DIY Panel Research

RESULTS: Rapid responses



SOLUTION: Traditional Consulting

RESULTS: Robust insights

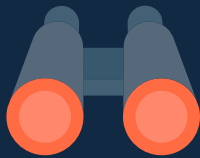


SOLUTION: ZoomRx

RESULTS: Rapid responses &
Robust insights

Use ZoomRx to get the answers you need

Our rapid turnaround research can be tailored to address a broad set of research goals. We'll employ a range of quantitative and qualitative tools to capture a well-rounded assessment of your market.



**FORECAST
REFINEMENT**



**PROMO MATERIAL
CONCEPT TESTING**



**MARKET IMPACT
ASSESSMENT**



**HCP SEGMENT
EXPLORATION**



**RESEARCH FOLLOW-UP
FOR ADDED NUANCE**



**ADD YOUR
CUSTOM SOLUTION**

Start with a question



“How will competitor X’s topline results impact our short-term forecast?”

DATA COLLECTION

RESEARCH DESIGN

REPORT GENERATION

Day 1

2

3

4

5

6

7

8

9

10

11

Day 12

End with a report

Answer key strategic questions like:

- ✓ How do current forecast assumptions change as a result of our competitor’s topline results?
- ✓ How should we adjust our commercial development plan based on the new data?

Supported by data from:

- How familiar and aware of the new data are MDs?
- What is overall MD reaction to the data vs. SOC vs. our product?
- What is the current degree of unmet need and how does the new data fill / not fill this gap?
- Based on the new data, what are the key drivers and barriers to use, if approved?
- What is peak share and adoption rate of competitor X?



www.zoomrx.com



INTERESTED IN LEARNING MORE?

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