

### WHAT DO YOU VALUE MOST: A VENDOR THAT CAN “DIAL FOR RESPONDENTS” OR AN AGENCY THAT CAN HELP YOU DRIVE YOUR BUSINESS FORWARD?

There's a dirty secret in healthcare market research. The industry is heavily researched and, for the most part, healthcare professionals are willing to provide their feedback. The market research industry has done a fantastic job building panels and providing all consultants the ability to reach healthcare stakeholders. There are exceptions, but compared to other industries “dialing for healthcare respondents” is comparatively easy. The real value goes beyond “the number of completes.”

### MORE THAN RESEARCH.

Our value proposition is **More than Research**. Our difference is our ability to fully grasp your business objectives and design a research protocol around that.

We understand how legislation is changing the delivery of care, and this difference will be apparent from your first contact with us. Our account executives are from business disciplines that have learned research techniques “on the job.” They are adept at understanding important principles like product and brand lifecycle, strategies and tactics, and competitive forces—typical drivers for market research. Without knowing this information, impactful recommendations are impossible.

### WILL WE SPEAK THE SAME LANGUAGE?

**In short, YES.** Our clients tell us that a compelling benefit of working with StandPoint® is that our reports are written from a marketer's perspective and can be passed to an internal client or senior manager without repackaging. Every report includes a section entitled Our StandPoint®, which briefly summarizes everything decision makers need to know. You'll also get our interpretation and “point of view,” not just a re-statement of data. That's the genesis of our brand.

### SOUNDS GOOD, BUT WHAT DO YOU KNOW ABOUT HOSPITALS?

- 1 Deep experience in hospital product and services including surgical products, medical devices, and infection control.
- 1 Comprehensive understanding of inpatient and outpatient settings.
- 1 Proficiency in healthcare administrative technologies including IT, financial services, electronic medical records, e-prescribing tools, billing and claims submissions.
- 1 Skilled coordination of international projects including Western Europe, Brazil, Russia, India, and China.
- 1 Extensive access to opinion leaders and hospital staff in the C-suite, emergency room, nursing administration, purchasing, infection control, and laboratory.

*“When working with outside vendors, I look for certain qualities that lead to success, like being dedicated to delivering on time and within budget. StandPoint does this and more. They are straightforward and easy to work with and the staff is flexible, capable and experienced.”*

MELISSA GAYNOR  
RESEARCH SCIENTIST

FORTUNE 500  
HEALTHCARE COMPANY

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## FEATURED RESEARCH TOOLS



### MEDTHOUGHTLEADERS (MTL)

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Our suite of recruiting tools that provides healthcare product, IT, and service companies access to stakeholders throughout the hospital such as C-Suite, nursing administration, infection control, purchasing/materials management, operating room management, and more. These verified medical professionals are pre-recruited and stand ready to participate in research projects.

Recruiting can be US-based as well as global. We cover key markets like Western Europe, Japan, Brazil, Russia, India, China and Australia.

Our tools support participant identification and recruiting for online and in-person research studies. The StandPoint team will consult with you to design the best approach based on your business objectives, information needs, and how we can maximize participant engagement and feedback.



**IMPACT GROUPS®**  
*Finely Tuned Focus Groups*

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Qualitative research often relies on creative thinking and unique ideas. Impact Groups® rely on enhanced screening of research participants who are well suited for ideation, have a natural ability to build and emotional story about brands, or can critically analyze your assumptions. Our screening tools are sourced from a leading academic institution and have been validated by Myers-Briggs Type Indicator®.

### TARGETED ONLINE SURVEYS

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StandPoint blends traditional and innovative online survey techniques to harvest the reach of the Internet and expertly analyze the information gathered there for our clients. A specialist in Attitude and Awareness studies and an early adopter and leader in online surveying, we have 10 years of experience in applying these unique applications.

### 24-HOUR IDI RECRUITMENT

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StandPoint is efficient, fast, and flexible. We can easily handle the most critically timed projects as well as get immersed in a brand for the long haul. With our extensive databases, we can recruit via email for telephone in-depth interviews and have them scheduled within 24 hours. Often, our panel can also be used to recruit for in-person qualitative sessions.

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