



PHARMACEUTICAL PRODUCTS & SERVICES

TIRED OF THE DATA DUMP?

We hear it over-and-over again. *“Our market research vendors are great technically, but I spend too much time re-writing and re-packaging reports so that my managers can use them. Oftentimes, I get a data dump.”* Our contention is that report editing is not the best use of your time and your vendors should provide technical AND language competency.

OUR VALUE PROPOSITION IS “MORE THAN RESEARCH”

Our clients tell us that a compelling benefit of working with StandPoint® is that we are great communicators. Every report includes a section entitled **Our StandPoint**, which briefly summarizes everything decision makers need to know. We go to great lengths to ensure our reports are written concisely and with impact. You’ll also get our interpretation and “point of view,” not just a re-statement of data. That’s the genesis of our brand.

Another key difference is our ability to fully grasp your business objectives and design a research protocol around that. This difference will be apparent from your first contact with us. Our team is comprised of business savvy individuals who have mastered research techniques. We are adept at understanding important principles like product lifecycle, strategies and tactics, and competitive forces—typical drivers for market research.

THERAPEUTIC FOCUS AREAS

Central Nervous System
Gastroenterology
Respiratory
Oncology
Infections Disease

PROJECT EXPERTISE

Message Ideation and Testing
Positioning
ATU Studies
Detail Aid Testing
Clinical Benefits Assessment
Diagramming Treatment Algorithms

CONTACT US

WEBSITE

StandPointGroup.com

CONTACT

Kip Creel, President

kcreel@standpointgroup.com

ADDRESS

1722 Montreal Circle, Suite A
Tucker GA 30084

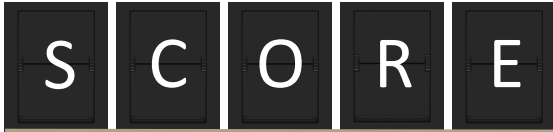
P 770.270.4800

F 770.270.4900

StandPoint®



PHARMACEUTICAL PRODUCTS & SERVICES



Powered by **TeamBuilder™**

WINNING CONCEPTS REQUIRE THE RIGHT TEAM

SCORE is our unique qualitative research approach to concept development. It is unique because of our patented **TeamBuilder™** screening process.

ABOUT TEAMBUILDER™

TeamBuilder™ identifies participants who are best suited for ideation, creative problem solving, critical analysis, or have a natural ability to build an emotional story about brands. This process allows us to identify the highest-contributing, most productive participants for each stage in concept development.

The **TeamBuilder™** profiles can be identified in any market and with any qualitative research facility.

TeamBuilder™ classifies participants into four types: Storyteller, Problem Solver, Creative, and Organizer – each of whom make a unique contribution to the process.

APPLICATIONS FOR PHARMA RESEARCH

Brand Positioning
Direct-to-Consumer Communications
Patient Education Materials
Provider Communications Materials
Detail Aids

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