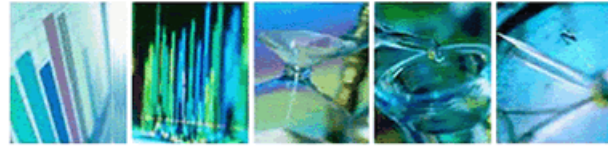




The
Zitter
Group



Strategic Solutions for Managed Markets

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Methodology Corner

By *Judy Wu*

In today's fast-moving and competitive marketplace, has your organization questioned how to:

- Track category perceptions in anticipation of landscape-changing external events (e.g. entrance of a new product, changes in treatment guidelines, etc.)?
- Assess the impact of ongoing internal initiatives meant to shape attitudes towards and utilization of a specific product?
- Identify and refine compelling and relevant stakeholder messages in order to position a product for market success?

If so, conducting multi-wave quantitative research studies may be the appropriate method to help your organization address these questions.

Multi-wave quantitative research studies, typically two to four waves in regular semi-annual intervals, offer many benefits:

- **Robust and critical analysis:** With sample sizes that are large enough to substantiate statistical rigor, conclusions drawn from quantitative studies are actionable. Multi-wave engagements also supply researchers with data to compare across repeat respondents which expands the breadth of potential analysis and provides the opportunity to generate unique cross-study insights.
- **Ability to monitor landscape trends and product-specific perceptions over time:** Most often, shifts in attitudes and perceptions occur gradually and thus cannot be properly identified or uncovered in a single snapshot study. Conducting multiple waves of research with repeated questions can also help to filter out seasonal variations or underlying noise in responses that could otherwise lead to erroneous conclusions.
- **Flexibility to assess response to external and internal events quickly:** In between iterations of a multi-wave research project, clients have the versatility to customize the content covered. And, with the research infrastructure already in place, feedback in response to relevant market events can be collected and analyzed in a timely and efficient manner.

Drawing from our extensive experience with syndicated as well as custom research, The Zitter Group is uniquely positioned to assist your organization with your most pressing market research needs. We welcome the opportunity to demonstrate our expertise in executing research studies, and, more importantly, to provide strategic insights that deliver the greatest value to you, our clients.

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