

Universal is the premier market research data collection provider for the healthcare industry. We research the healthcare sector to develop premier data collection tools and best reach healthcare audiences.

We use single and mixed data collection methodologies to achieve proper sampling and the greatest reach worldwide.

### ***Data Collection Methodologies***

Telephone: From our NYC locations with 500 web enabled CATI equipped stations, and a staff of 100 trained telephone supervisors and interviewers who specialize only in healthcare research

Mail: Diaries, mail surveys

Fax: Fax surveys, fax concepts using electronic fax tools

Email: Web/online surveys

Multi-mode: Capable of reaching and interviewing respondents using multiple methodologies simultaneously.

For example, a multi-mode technique that maximizes reach, participation, and cooperation

- 1) Phone, fax, and email to recruit respondents to a telephone and/or web survey
- 2) Each piece of sample is assigned an easy-to-remember ID and password (ie, respondent's phone number)
- 3) Easy-to-remember web address, ID and password provided to respondent
- 4) Respondent can log on to website or call Universal to complete survey, or Universal can call respondent to complete survey
- 5) Universal's staff available via world-wide toll free numbers for assistance

### ***How we find respondents***

Universal maintains a complete up-to-date database of US healthcare professionals, including physicians, hospital administrators, pharmacists, dentists, and nurses. Our database includes name, address, phone, fax, email, specialty, and ME Number. Your lists are matched by us at no cost to you.

### ***English or In-Language***

From our central NYC location, Universal employs multilinguals to program, translate and administer surveys in the United States and worldwide.

Six out of twelve of our on-site programmers are multilingual, and over 500 of our interviewers are multilingual.

Cantonese  
Czech  
Danish  
French  
German

Greek  
Hebrew  
Hindi  
Hmong  
Italian

Japanese  
Korean  
Mandarin  
Norwegian  
Polish

Portuguese  
Russian  
Spanish  
Swedish  
Tagalog

Urdu  
Vietnamese

## Who and Where

Universal has administered surveys among

### Office Based

Physicians  
- Generalists  
- Specialists  
Nurses  
Assistants  
Dentists / Orthodontists

### Hospital Based

Physicians  
Hospital Directors / Executives  
Purchasing Departments  
Pharmacists  
Nurses  
Assistants  
ER Personnel

### Pharmacy Based

Pharmacists

### Insurance Companies

Underwriters  
Account Executives

### Consumers at home, in hospital or physician office

Patients / Sufferers – Diagnosed and Undiagnosed  
High Risk Individuals  
Caregivers  
General population

### Biotech Companies

Executives  
Researchers

## Who we work for

### Market Research Clients

Added Value	Icon Brand Navigation
Attitude Measurement	LHK Partners
Brain Surgery	Lieberman Research
Brown Yardley	McKinsey & Company
Bullseye Research	Monitor Group
Diagnostic Research	Synovate Healthcare
GfK	Ziment
GMRS	Zyvith Golden

### Servicing the Following Companies

Abbott Labs  
Baxter  
Eli Lilly  
GE Healthcare  
Genentech  
Johnson and Johnson  
Pfizer  
Novartis  
Ortho McNeil  
Sanofi  
Schering Plough

## Categories

Allergies	Eczema / Psoriasis	Obesity / Weight Loss
Anti-Fungal	Gender Specific	Osteoporosis
Anxiety	Herpes	OTC
Asthma	Hypertension	Overactive Bladder
Autoimmune	IBS, Constipation	Sleep Disorder
Breast Cancer	Medical Devices	Smoking
Cancer	Migraines	Stomach Ailments
Diabetes	Multiple Sclerosis	Transplants