

## CONNECTING YOU WITH THE RIGHT HEALTHCARE PROFESSIONALS IS OUR CORE BUSINESS.

Our products work across therapy areas, research topics and geographical locations. Selecting the Objective Focus product you need is simple - it just depends on the type of connection you want to make.

Connecting through TDI's, central location IDI's and Focus Groups means selecting **matchFOCUS** for recruitment-only, or **totalFOCUS** for translations, recruitment, interviews and transcriptions.

Our **matchFOCUS** and **totalFOCUS** products do everything you'd expect, but with turnaround times you might not expect. We're fast because we connect smarter and we're able to connect smarter because we've built a proprietary global healthcare panel and invested in an integrated software platform. We genuinely care about the physicians on our panel, which means we're rewarded with enviable response rates. We're always looking for efficiencies and are about to launch a clever new scheduling tool that will save everyone time by automating the scheduling of interviews.

Our state-of-the-art software platform is what makes it possible for us to offer our **communiFOCUS** and **keyFOCUS** products.

### **communiFOCUS**

Collaborating with the very people who will determine the real-world success of your brand positioning and messaging strategy has never been easier. Expertly moderated online discussion forums allow you to test, develop and refine ideas over a period of days, weeks, or even months, without the worry of geographic or time constraints. Our research web portal is fully integrated with our software platform, so we're able to manage every part of the process - from inviting our panel members to participate, right through to sharing the results.

**communiFOCUS** highlights include:

- A user-friendly participant web portal
- No restrictions on the length or number of countries / languages
- Client login as an observer or moderator
- Multiple moderated discussion forums - participants will only see the forums they've been invited to take part in
- Taking individuals, or smaller groups to one side for private conversations
- One click to view detailed participant profiles as you moderate, tagging and rating posts as you go
- Collection of multimedia responses, sparking discussion with video, audio and image stimuli
- Engaging participants with content like quick polls, news channels and reputation points
- Sharing results using secure link to interactive dashboard built for qual insights and multi-media content

## **keyFOCUS**

Sometimes a quick response to a few key questions is all you need. Our software platform comes complete with a fully integrated mobile app, so all we need to do is ask our panel members to respond to your critical questions using their cell phone.

**keyFOCUS** highlights include:

Access to app-ready healthcare professionals

Up to five open questions

The option of collecting text, audio or video feedback

Physicians responding in their own words, just as they would have done in a phone or face-to-face interview

Secure link to online results dashboard including fully transcribed audio and video content

## **LET'S CONNECT.**

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