

QQFS DATA SHEET

INSTANTINSIGHT



What is Instant Insight?

- Instant Insight is designed to provide quick responses to the most important questions.
- Our interactive platform guides you, step-by-step, to initiate, design, and launch your project.
- The choice is yours! Self-service or one of our specialised team will input your questions.
- Additional features provide for:
 - » Determination of project feasibility by country and medical specialty
 - » You choose the number of responses you need for each specialty per market
 - » Choose your ideal number of questions, with a maximum of 10 questions

User Process...easy as 1, 2, 3, 4

- 1 Project Initiated**
 - Country selection
 - Specialty selection
 - Number of responses selected
- 2 Auto Confirmation**
 - Confirmation of submission
 - Introduction to PM
- 3 Project Launch Provides Immediate Access**
 - Live reporting
 - Live tables responses selected
- 4 Project Closes**
 - Raw data available
 - Data tables available

Why Instant Insight?

Scenarios for Success

Instant Insight is best used when you need to know the answer fast. Often a few facts are required to put a strategy in place or confirm a suspicion with empirical data, Instant Insight addresses those needs and provides cost effective measures for scenarios such as:



Additional data or facts to **support a proposal or pitch**



Supplemental data to **enhance or clarify completed research results**



Sanity check or market pulse following traditional data collection that has revealed unexpected insight



Quickly assess global markets for incidence to establish criteria for a larger engagement or as stand alone data



Snap shot of brand position for benchmarking and KPIs; particularly for longitudinal assessment



QQFS DATA SHEET

INSTANT INSIGHT



Key Features

- Defined
 - » QQFS Core Coverage with Austria, Belgium, Denmark, Finland, the Netherlands, Norway, Sweden, and Switzerland and Global Coverage with US and the EU5
- Clear
 - » Receive number of responses by medical specialty
- Easy
 - » Allows for up to ten questions in the desired markets to appropriate specialties
- Instant
 - » Receive real time access to results with field reports available from launch
- Fast
 - » Market dependent fieldwork closes as quickly as 48-72 hours post project submission
- Compliant
 - » Aligned with with EphMRA, BHBlA, Intellus, & Insights Association

Country Coverage

- QQFS Core Markets
 - » Austria, Belgium, Denmark, Finland, Luxembourg , Netherlands, Norway, Sweden, Switzerland
- United States
- EU5
 - » France, Germany, Italy, Spain, United Kingdom
- Coming Soon
 - » APAC, Latin America, India, Russia

Available Medical Specialties

Instant Insight is currently available for a wide variety of medical specialties within the countries where we have coverage. Contact your representative for a detailed list.

Comparison of Options

When the Instant Insight packaged service doesn't meet your needs, we also offer our Custom Insight solution.

Instant Insight

- Completed within a matter of days
- Available for max. 10 questions
- No screening criteria
- Offered for 14 countries
- Limited stakeholders
- Quantitative offering
- Value pricing

Custom Insight

- Completed in 7-14 days
- Survey question flexibility
- Screening beyond title available
- Global coverage
- Stakeholder flexibility
- Qualitative or quantitative offering
- Premium pricing

