

facta | MR

Your prescription for success...



...in emerging healthcare markets

emerging ideas

The world's top global players in the healthcare sector entrust Facta MR with their market research needs. For the past three decades, leaders in the pharmaceutical, biotechnology and medical device industries have looked to Facta MR for innovative solutions to their most challenging marketing research issues.

With a full range of quantitative, qualitative, and integrated techniques, as well as global capabilities across major emerging markets, Facta MR has the expertise to develop high-end, customized research methodologies and business solutions that provide the targeted results clients require for strategic decision-making.

This depth of knowledge and experience, together with a growing roster of clients, has helped to make Facta MR one of the largest providers of market research to the healthcare industry, worldwide.

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INNOVATION

Facta MR combines technological and human resources to develop creative approaches and efficient tools that deliver a deep understanding of emerging healthcare markets.

LOCAL KNOWLEDGE

Facta MR understands the industry- specific, technical issues of healthcare-related research in emerging markets and is staffed by local experts whose insights allow us to recognize opportunities invisible to outsiders.

QUALITY

Facta MR adheres to the highest ethical and quality standards ensuring accurate results and reliable information at all times.

FLEXIBILITY

Facta MR is centered around flexibility of approach to each client and every project, offering the responsiveness that only the right-sized firm can provide.



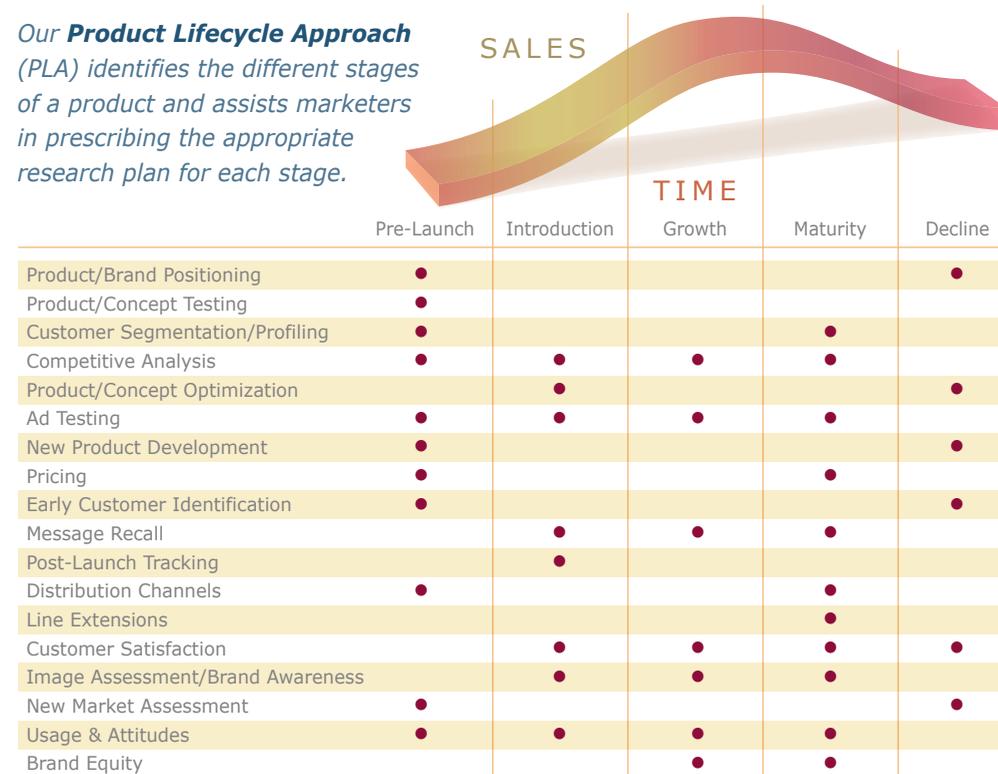
INNOVATION KNOWLEDGE QUALITY FLEXIBILITY

Facta Market Research (MR) combines in-depth industry knowledge with global data collection capabilities and analytical expertise to support an extensive portfolio of research applications.

Customized approach

Facta MR designs and implements syndicated and ad-hoc research programs, gathering both primary and secondary data through qualitative, quantitative, systematic and desk research methodologies. More than simply a data collection company, our services encompass the full research process from project design to the analysis and presentation of results. Research projects conducted by Facta MR have spanned the entire product life cycle and have helped shape the strategic agenda of many global leaders in the industry.

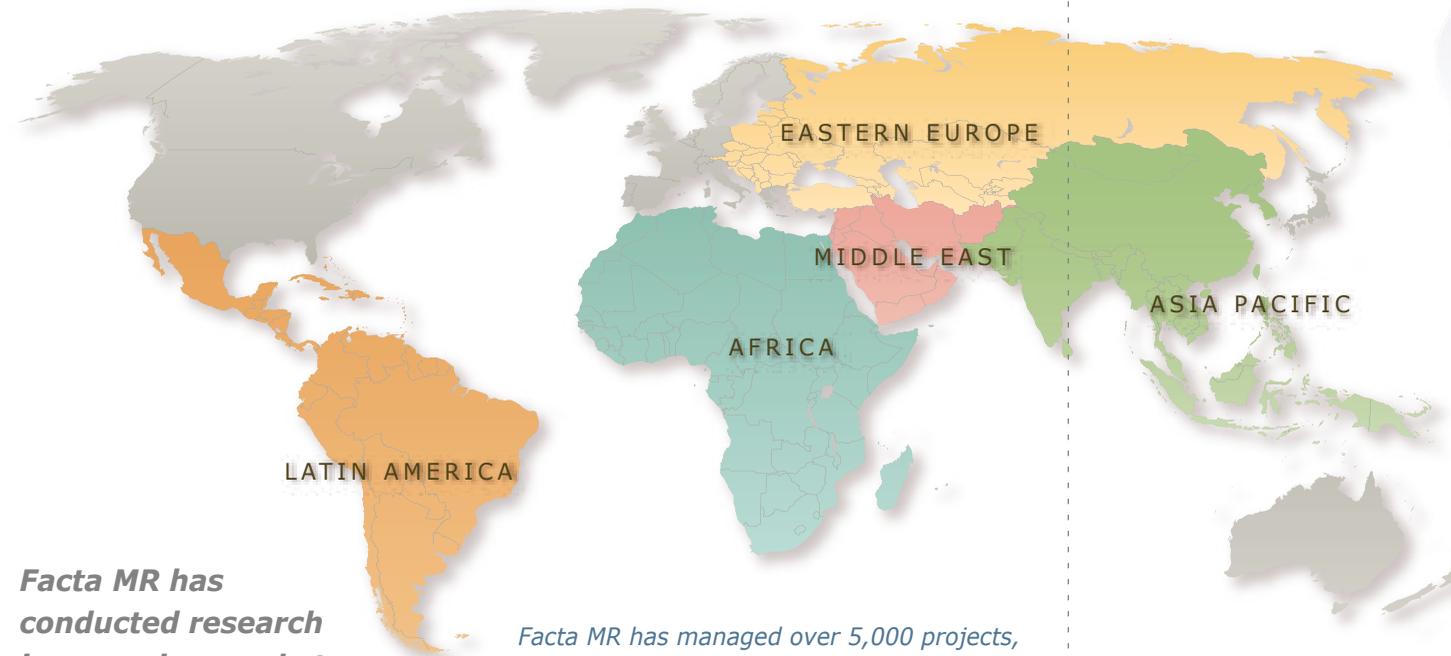
Our **Product Lifecycle Approach (PLA)** identifies the different stages of a product and assists marketers in prescribing the appropriate research plan for each stage.



As emerging economies shift to become the main drivers of global growth, healthcare organizations face unique business opportunities as well as profound cultural challenges.

Market research with a global perspective

With headquarters in the US, offices in major emerging markets and its own network of collaborators throughout Asia Pacific, Latin America, Eastern Europe, the Middle East and Africa, Facta MR offers a broad range of market research solutions with unmatched geographical coverage. Leveraging its local knowledge and expertise, the company has developed research approaches suited to various cultures, acknowledging the unique characteristics of each market. As a result, Facta MR is uniquely positioned to provide clients with the necessary knowledge to develop effective strategies and to make the right decisions with confidence.



Facta MR has conducted research in emerging markets for more than 30 years, growing to become a trusted resource for multinational enterprises and organizations.

Facta MR has managed over 5,000 projects, engaging every key stakeholder in the healthcare industry, from physicians to patients, nurses and pharmacists to key opinion leaders, managed care decision-makers, health authorities, distributors and sales representatives, in every therapeutic discipline, spanning all corners of the globe.

Facta MR's major asset lies in its professional team of executives, fluent in several languages, and comprised of marketing specialists, economists, sociologists, psychologists and industry experts whose knowledge and experience ensure successful project design and implementation.



Analytical power

In order to properly exploit field data and facilitate client decision-making, Facta MR makes use of the most advanced analytical techniques. In addition to solid advice, our comprehensive consulting approach provides organizations with an integrated solution, and our experts bring deep technical skills to any type of marketing issue confronting companies.

The company's autonomous perspective in examining the present and future of the healthcare industry has continuously provided clients with a road map for rethinking basic questions of business strategy in the light of emerging market realities.

Results you can trust

As an independent organization, our primary objective is to provide the highest possible quality research and consulting services. Our researchers believe what they do matters and their commitment to science, impartiality, and professional reputation results in unbiased, actionable conclusions that clients can depend on to make better business decisions.

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