



ASIA Research Partners

Accurate Solutions & Insightful Analysis



**Consumer
Research**



**Healthcare
Research**



**IT
Research**



**Automotive
Research**



**Key Opinion
Leaders Research**



**Banking &
Retail Research**

Overview

Asia Research Partners provides a full range of market research solutions to global clients. We're your single-stop resource for marketing research, nationally and internationally

Our custom-tailored approach is hands-on, cost-efficient, and results-focused

Accurate **S**olutions & **I**nsightful **A**nalysis makes us the most Preferred, Reliable & Competitive partner for Market Research Activities



Quick Facts

Full Service Research in Asia Market

India Research Experts

Online Panels in India

100,000 + CATI Interviews executed

1500 + MR Projects in Asia Market

Qualitative Research Experts

24/7 Coverage

We're wizards at managing multi-phased, multi-location, large-scale research projects

Expertise in Healthcare, Information Technology, Automotive, Consumer, -Senior level Opinion leaders and C-Level respondents.



Healthcare Research



Monitor or Export Data on:

*Clinical Trials
Competitive News
Government Filings
Regulatory Changes
Compliance
Patent Details
...And more*



Healthcare Research Solutions

- Familiarity Awareness / of brand across various market segments
- Brand perception vis-à-vis competitor brands
- Performance on what parameters, drives your brand's perceptions?
- Current positioning of your brand in the target segment's mind

Brand Management

- Prioritize areas of product/service improvement
- Segment customers on basis of their satisfaction and loyalty
- Incorporate customer satisfaction results into marketing/communications strategy
- Influence customer behavior in-line with your strategic objectives

Customer Satisfaction

- Determine the perceived attractiveness of the product for the target segment
- Determine the ideal price and optimal design for the product/service
- Predict off-take rates of alternative price-feature configurations
- Identify possible matches/mismatches between unmet needs and new features

New Product/ Concept Testing

- Are users aware of the full-functionality of your product?
- What is the usage pattern of different features of your product?
- Which product features are the most difficult to use?
- Are customers using your product over multiple locations?

Usage & Attitude Measurement

Healthcare Research Solutions

- Evaluate overall effectiveness of your ad campaigns
- Measure positive influences of the campaign on awareness, perception, intention to use
- Evaluate effectiveness of your ad campaign in communicating intended message
- Identify the best medium for advertising

Advertising Effectiveness

- Measure satisfaction and derive action-points to improve employee retention
- Identify factors that employees consider when evaluating their experience with your firm
- Determine satisfaction on each of these factors
- Segment your employees to deliver focused training and implement retention programs

Employee Motivation

- Measure impact of event association on the customers' image of your brand
- Assess impact of your association on industry analysts and competitors
- Evaluate the success of the event in communicating your intended message
- Measure impact on likelihood of purchase or recommendation

Event Effectiveness

- The aggregate of individual attitudes or beliefs held by the adult population
- An opinion poll is a survey of public opinion from a particular sample
- Opinion polls are usually designed to represent the opinions of a population by conducting a series of questions and then extrapolating generalities in ratio or within confidence intervals

Public Opinion Poll

Investigated Populations

Our intervention bears the whole scope of Medical and HealthCare actors

- General Practitioners
- Private Practice Specialists
- Nurses
- Dieticians
- Dentists
- Pharmacists
- Hospital based practitioners
- Hospital Pharmacists
- Surgeons
- Radiologists
- Cardiologists
- Oncologists
- Ophthalmologists
- Gastroenterologists
- Nuclear Medicine Doctors
- Interventional Radiologists / Cardiologists
- C-Level Executive (CEO, CMO, Director etc)
- Industry Experts
- Consumers (patients, shoppers, students, alumni, subscribers)
- Associations members and many other specialities

Universes of therapeutics

The universes of therapeutics in which we are intervening the most frequently are :

- Antibiotherapy
- Anti-inflammatory, pain killers
- Anti-hyper cholesterolemia
- Radiology
- Gynecology
- Dermatology
- Oncology
- Immunology
- Ophthalmology
- Asthma
- Neurology: Multiple Sclerosis, Alzheimer
- Diabetes
- Many others

Type of studies executed

Launching and products repositioning studies

- Studies of prescription and qualifications of prescription makers
- Research and products concepts and communications Testing
- Advertising Pre and Post Testing
- Argumentary Testing
- Many others
- Studies among patients
 - Perception of drugs
 - Doctor-to-patient feedback studies
 - Ethnographic studies in situ at the patient' s
 - Expectations of new products, services, galenic forms
 - Research and Packaging and Visual Identity Testing
 - Studies on the image of laboratories

Eastern European Countries

- Poland
- Romania

Western European Countries

- Belgium
- France
- Germany
- Netherlands

Northern European Countries

- UK
- Ireland
- Sweden
- Norway

Southern European Countries

- Italy
- Spain
- Portugal



North and South America

- USA
- Canada
- Mexico
- Brazil

Asia Pacific Countries

- China
- Singapore
- Australia
- Hong Kong
- Japan
- Korea
- India

Middle East Countries

- Iraq
- Kuwait
- Turkey
- UAE

Clients Snapshot- Healthcare



GE Healthcare



Piramal

Clients Snapshot- Healthcare

 c_space

semantics
Market Research



QUOMEDA

clearstate
an Economist Intelligence Unit business healthcare

KEY-STONE
Marketing research and consulting

CACHET
Innovation & Transformation

IQVIA™

sermo

DRG
DECISION RESOURCES GROUP



amane|advisors
Designing tomorrow's successes

KANTAR



SHC

Affiliations



In-house Focus Vision Facility



Expertise with different Healthcare physicians types, Senior level Opinion leaders and C-Level respondents.

Contact Us

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