

“Spring Ahead” - New Ideas, Approaches, & Faces

As the weather heats up, so has the need for new research. Some exciting recent work includes:

- Converting traditional tracking work to performance improvement platforms
- Understanding the impact of “goodwill” on loyalty
- Identifying ways to fight off insurgent competitors through new marketing priorities
- Improving the effectiveness of sales detailing to doctors by combining benefits and claims
- Conducting B2B interviews around the globe in multiple languages to test a new product concept

Call us to learn more about what makes our solutions unique and how they can help you.

Developing and Tracking Performance-driven Indexes

Performance-driven indexes can add an actionable dimension to ongoing research programs, enhancing brand, service transaction, call center performance and behavior change measurement. They can be used in multiple ways:

1. Diagnostic - helping identify and monitor areas for improvement
2. Predictive – predicting behaviors or attitudes of customers
3. Key Performance Indicators – reflecting performance on critical business areas

Recent Conferences

Always on the lookout for new information, we have scouted out two conferences for learnings to share with you:

- **PMRG Annual National Conference** in Orlando, Florida, March 21-23 – The Pharmaceutical Market Research Group conference addressed the timely topic, “Preparing Wisely for Healthcare’s Uncertain Future”.
- **DTC Insights Conference** in Washington, DC, April 7-9 – CMIer Mike Mabey will be presenting with Tim Gamble of Pfizer’s Global Market Analytics team on “Decision Pathway Modeling – Understanding How Your Customers Get To Yes”.

Welcome New Members of the Team

We’ve made some great additions to our team add even greater depth to our experienced team:

- Jean Fasching, Vice President, Business Development
- JD Woods, Account Manager
- Samantha Walker, PhD, Marketing Sciences Manager
- Alisa Hamilton, Senior Project Manager
- Matt Orenstein, Associate Project Manager

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We look forward to introducing you to these new members of our team. We are eager to put our forward-thinking expertise to work for you. Please call us with questions or to help you brainstorm solutions for a business question you’re facing.

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