



International Market Pulse

Always supportive of your business partners
can do together in the various projects sites
to be able to be a companion to the origin.

www.imp-me.com

Company Profile



Introduction About : International Market Pulse



- ▶ Founded in December, 2014, International Market Pulse (IMP) is an experienced and fast-growing operation Company providing a wide array of marketing research services.
- ▶ Our dedicated team of operations with headquartered in Jeddah and our office in Cairo, is serving clients globally.
- ▶ Our new office in Riyadh soon.
- ▶ IMP provides wide/diversified Marketing Operations Solutions ranging from Field to Data Processing to Data Entry. Has served multiple verticals like :Retail , FMCG, Consulting, Financial Services, CPG, BFSI, Technology, Pharmaceutical, Business Services, Healthcare and Telecom.



Introduction About : International Market Pulse



- ▶ Our team is help clients to understand the market and take the right decision in the right time.



- ▶ High quality on time with efficiency and effectiveness cost

Why IMP....

1. Strongest HC Operations & Fieldwork Team

We are the strongest HC operations team Saudi Arabia, **80+ members** of field team covering all cities including main remote areas, **to guarantee thorough coverage:**

Operations Managers:

- Ahmed Al Assal
- Mohamed Ali
- Nahla Ahmed
- Mohamed Amer

Well equipped office that facilitates clients' live viewing and interaction from their offices- See **FocusVision** in general capabilities slides

2. Healthcare Research Experience

We guarantee unsurpassed quality through:

- Medical Background Team of interviewers and supervisors
- Most strict SOP's in the industry (See Next slides)
- Adequate disease area training, AE reporting training, project specific training

3. Best Fieldwork Quality

We guarantee unsurpassed quality through:

- Medical Background Team of interviewers and supervisors
- Most strict SOP's in the industry (See Next slides)
- Adequate disease area training, AE reporting training, project specific training

4. Efficient Costing

Having our own field team enables not only good quality but also efficient costing, comparing to agencies that outsource their fieldwork, especially healthcare



Quality is a crucial aspect that we focus on;

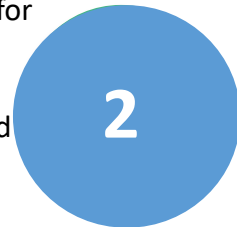
1. Project-Related Briefing

- IMP ensures that the field team are adequately briefed, trained medically on the disease area and technically on the project with appropriate instructions for using questionnaires and discussion guides.
- Any briefing shall be documented (and included as electronic records).



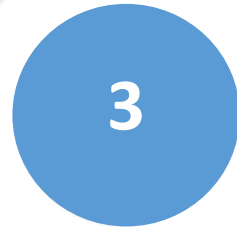
2. Pre-testing (Pilot Interviews)

Questionnaires shall be pre-tested closely in order to be able to validate the logic of the questionnaire along with testing its length.



3. Geographical Location Control

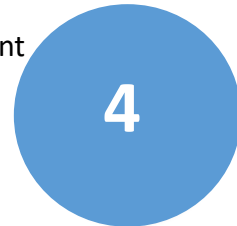
If interviewing is undertaken at several locations (Geographical split), there should be only one point at which the questionnaire can be amended, tested and distributed.



4. Actual Interviews

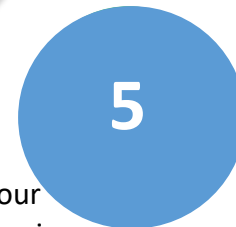
The interviews are done through our fieldwork experts. Close monitoring is done through;

- Project checklist
- Project update sheets
- Regular project team meeting/reports
- Project management monitoring
- Regular updates to the client



5. Logic Checks

Final logic check is done before editing and other data processing



6. Back check calls

IMP recognizes the need to monitor the key stages of a project to ensure quality processes are followed, back checks are made on 40% of the sample to ensure that the optimum quality outcomes are achieved.



Fieldwork Standard Operating Procedures

Several means and processes for assurance of interviews quality by two different teams; field team and quality team.

Field Team



Interviewers Accompaniment:
A supervisor accompany each interviewer for at least **10%** of the sample to ensure that interviewers are asking all of the questions appropriately and is well versed in handling physicians comments.



Recordings of Interviews:
5% of the completed interviews are recorded (upon having the respondent consent) and the field manager listens to each of them

Quality Team



Logic Check :
100% of the questionnaires are vetted centrally upon received for logic sequencing and/or missing answers.



Back Check:
Next step to re-contact at least **40% of the respondents** and cross match the data received and make sure the right answers were captured.

Feedbacks are given to each interviewer and Re-briefings are arranged to ensure that 100% of the questionnaires are error free

Highest
Quality
Fieldwork

Full Service Agency



Marketing Research

- Mystery Shopper
- Advisory Boards
- Caregivers research
- Patient Journey
- Concept testing Perceptual mapping studies
- Disease Awareness Test
- Campaign, message recall test
- Multichannel assessment
- Market Dynamics
- Market sizing
- Services assessment
- KOL mapping
- Advocacy groups influence, needs, support
- Market Understanding



Digital

- Mobile/ Online Research
- Online Community



Quantitative

- F2F
- PAPI
- CAPI
- CAWI

- ▶ Telephonic interviews – CATI
- ▶ Mystery Surveys
- ▶ Medical Interviews
- ▶ Online interviews
- ▶ Tracking Studies
- ▶ Panel Studies

- ▶ Multichannel assessment
- ▶ Electronically Patient Monitoring Devices
- ▶ EHR (Electronic Health Records)
- ▶ Screening Studies
- ▶ Communication Adherence Center
- ▶ Awareness Programs
- ▶ Caregivers research
- ▶ Patient Journey/ Flow

- ▶ Market Dynamics
- ▶ Market sizing, forecasting and pricing
- ▶ Services assessment
- ▶ KOL identification & influence mapping
- ▶ Mobile/ Online Research
- ▶ Social Media Listening

Our Field Methodologies and Services



Qualitative

- ▶ Group discussions
- ▶ In-depth interviews
- ▶ Online in-depth interviews
- ▶ Online focus groups through Skype
- ▶ Home visits
- ▶ Transcription and feeling
- ▶ Transcription
- ▶ Translation, professional translators
- ▶ Focus Vision services

Group room and Client room facilities

Group Room:

- ▶ Table enough to 12 persons
- ▶ Luxury chairs for more comfortable to the respondents
- ▶ LED TV Sony 55-inch 3D Full HD
- ▶ Flip charts
- ▶ High quality microphone
- ▶ Full HD camera wide range
- ▶ DVD recorder
- ▶ 2 channels translator (Arabic & English)
- ▶ Minibar and entertainment facilities indoor
- ▶ Focus vision camera (Auto Focus)



Group room and Client room facilities

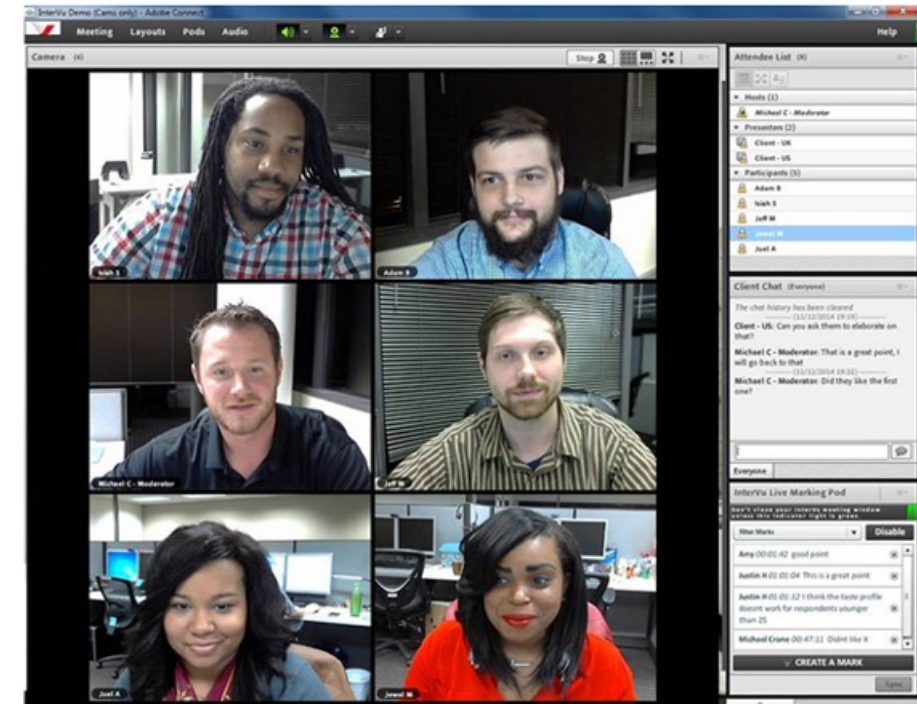
Client Room:

- ▶ Sea view
- ▶ Comfortable sofa and chairs
- ▶ Enough for 7 persons
- ▶ High quality headphones
- ▶ One side mirror glass (3m width and 1,2 m highest)
- ▶ Audio sectors distributed around the room
- ▶ LED TV to follow up the group
- ▶ Minibar and entertainment facilities indoor
- ▶ IN-front table for writing
- ▶ Separate channel for translator



Agency Company

- ▶ Mobile Streaming:
- ▶ View your qualitative research live, on-the-go from your mobile device. Mobile streaming on the iPad has all the same functionality as VideoStreaming™, including VideoMarker™ software and live chat.
- ▶ We also offer improved video and audio with High Definition (HD) VideoStreaming™.
- ▶ FocusVision technologies enable qualitative researchers to get close to customers, observe their stories and enable better insights.
- ▶ From video streaming to mobile platforms, we are here so you can be there.



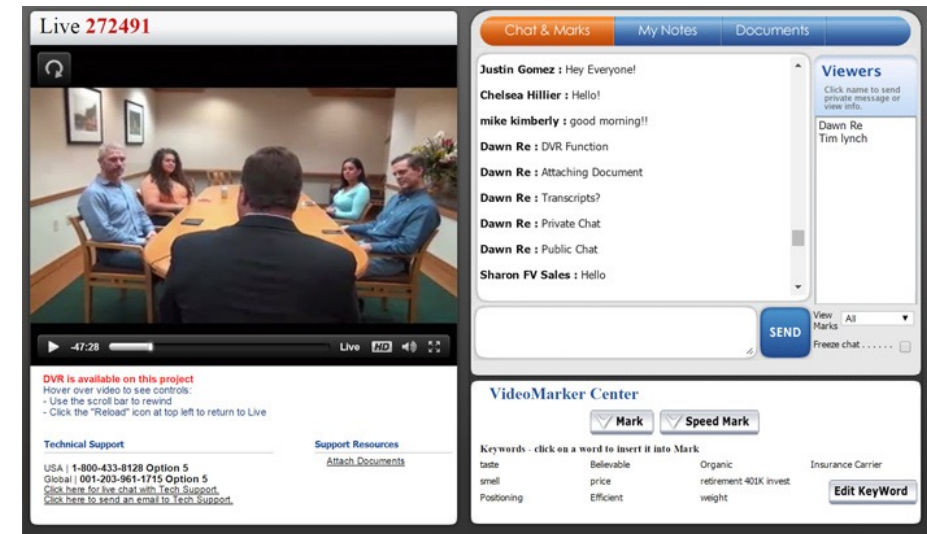
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- ▶ InterVu® can be used as an alternative or augmentation to any facility-based project and is particularly well suited when respondents are hard to find or hard to reach, especially in B2B.
- ▶ There's no need for either the moderator or the respondents to travel, resulting in reduced costs and timing. In addition, respondents are much more likely to turn up and participate than in facility research. InterVu® is particularly useful as a follow up to a quantitative study or online diary and interactive exercises, and for desktop usability studies.
- ▶ A range of features
- ▶ Groups can include up to 8 participants plus moderator with an unlimited number of observers. InterVu® includes facial recognition software to identify professional respondents. InterVu® includes facial recognition software to identify professional respondents.
- ▶ Moderator training on the service is part of our standard offering. The moderator can reproduce virtually every activity conducted in a facility; including sharing and marking stimuli, story-telling and polling. The 'Filmstrip' mode enlarges the video of the respondent who is speaking. Our VideoMarker™ software time-stamps key moments of the research.
- ▶ For each project we convert and upload the stimuli, pre-test all the respondents and, if necessary, ship webcams. We also provide a 12 month online archive.
- ▶ Multiple language options
- ▶ A dedicated, multilingual FocusVision technician will support you throughout the project. Other options include: two-channel audio to listen to both native and translated languages, international language support in English, French, German, Spanish, Portuguese, Italian, Dutch, Russian, Turkish, Japanese, Mandarin and Korean, transcripts and edited notes.

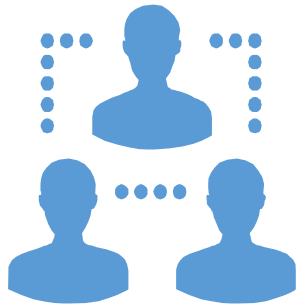


Agency Company

- ▶ Observe online focus groups and in-depth interviews live from your office, home or wherever you have access to the internet. Groups are projected live from the world's largest research facility network of over 1,400 locations across 58 countries. Additional facilities can be installed at no cost. We go wherever your research is taking place.
- ▶ VideoStreaming™ provides a reliable, secure, live stream for qualitative market research. Viewers can communicate with colleagues in the backroom or at any remote location via live chat among observers and moderators.
- ▶ Avoid the hassle and cost of travel In a fast shrinking world, you need to understand how people perceive your brand, product or service anywhere, any time. But it's just not feasible to attend focus groups or do in-depth interviews in person every time. With VideoStreaming™ you save travel costs and hassle - so can put that time towards thinking and analysis. Our VideoMarker™ software and clipping services time-stamp key moments of the research, improving analysis.
- ▶ In a fast shrinking world, you need to understand how people perceive your brand, product or service anywhere, any time. But it's just not feasible to attend focus groups or do in-depth interviews in person every time. With VideoStreaming™ you save travel costs and hassle - so can put that time towards thinking and analysis.
- ▶ Our VideoMarker™ software and clipping services time-stamp key moments of the research, improving analysis.
- ▶ Without travel, and with an unlimited number of remote viewers, all team members can participate in the research and contribute, without increasing their carbon footprint!
- ▶ 24/7 tech support via phone, chat and email 12 months free online archive.
- ▶ Our platform is over 99% reliable and meets the most stringent security standards in the world.
- ▶ <http://ww2.focusvision.com>



60+ Fieldwork Experts **specialized in healthcare** industry providing the widest coverage in the kingdom



4 Field Supervisors

2 Field Managers

1 Operation Manager

1 Operation Director

Central

Riyadh
Hail
Buraydah
Unaizah
Al Kharj

Eastern

Dammam
Khobar
Hofuf
Jubail
Qatif

Western

Jeddah
Meccah
Medina
Yanbu
Tabuk
Taif
Abha
Khamis Mushayt

100+ Fieldwork Experts **specialized in healthcare** industry providing the widest coverage Across the Arab Countries

UAE

Dubai
Abu Dhabi
Sharjah
Alain
RAS

KWT

KWT

Qatar

Qatar

Lebanon

Beirut
North
South
Jabal

Jordon

Amman
Irbid

Egypt

Cairo
Alex
Giza
Delta
Uber Egy.

Tunisia

Tunisia

Algeria

Algeria
West
East

Morocco

Rebatt
Casablanca
Other cities



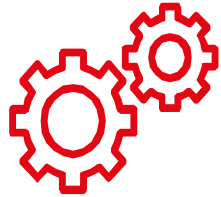
Step 1: Project Setup



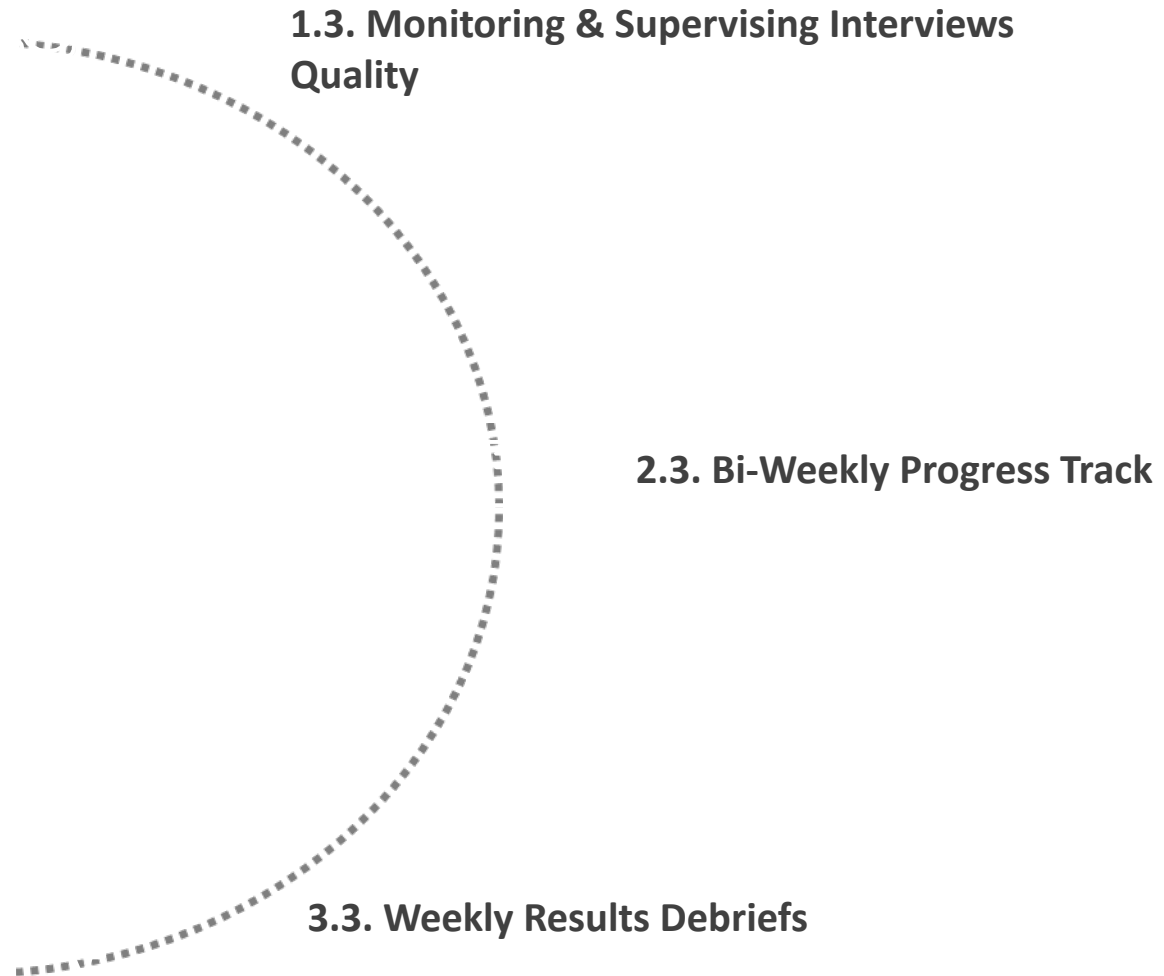
Compiling every **input** needed **for the fieldwork** to ensure that once the fieldwork is kicked off, there aren't any hurdles for a **smooth progress**



Step 2: High Quality Fieldwork



Closely monitoring the fieldwork to ensure the **planned milestones** are met and **optimal quality** of the completed interviews



Why IMP as a Strategic Partner?

IMP team has immense experience across a **broad range of therapeutic areas**

- Breast cancer
- Colorectal cancer
- Gastric Cancer
- Head and Neck Cancer
- Lung Cancer
- Prostate cancer
- RCC
- NHL
- Multiple Myeloma
- Rheumatoid Arthritis
- Psoriasis
- Ulcerative colitis
- Crohn's Disease
- Psoriatic Arthritis
- Acute Heart Failure
- Diabetes
- Dyslipidemia
- Hypertension
- Depression
- Schizophrenia
- Bipolar disease
- Epilepsy
- Multiple sclerosis
- DPNP
- Hepatitis C
- Asthma
- COPD
- Allergic Rhinitis
- Pneumococcal Vaccine
- Meningococcal Vaccine
- Renal Transplantation
- Hepatic Transplantation
- DME
- Dry Eye
- ED



Clients

KANTAR
HEALTH+

IQVIA

RealityMine
real life, revealed

awe
LIVING RESEARCH

eksen[®]
RESEARCH

Ipsos

Accsight
Healthcare Integrated Solutions

infomineo
Value added business research

GfK

MRP
MENA RESEARCH PARTNERS
Valuing Regional Expertise

CURIS HEALTH

Thank you

