



FastBlast™ Study For insights with no waiting room

When you're trying to keep up with the pace of today's constantly evolving marketplace, faster is better. To ensure the health of your brand and take every opportunity to grow it, you need rapid feedback on physicians' perceptions and prescribing behavior, or any other burning issue your brand team may need to address. FastBlast is that quick study. What's more, it's customizable so you can include the questions you want with results delivered when you want them.

Faster turnaround wrapped in a more cost-effective study

Because we know that *now is not the time to lose time*, iServices has created FastBlast, a whole new cost-effective study that offers you basic insights quickly on any of your most critical issues. FastBlast is conducted with 100 physicians – PCPs or specialists, depending upon your objectives – with survey results delivered to you in just one week. That means insights with no waiting room. In fact, not only did we reduce the length of time you wait for study results, we trimmed the costs as well.

With all the options it allows, FastBlast is the clear choice

Whether you want to access our community of physicians or leverage your target list, FastBlast makes it all possible. Not only does FastBlast allow a domestic view of your marketplace, you can also do global research, reasonably priced and within a respectable turnaround time. In fact, FastBlast offers so many options that it's versatile and flexible enough to fit all your needs for topline information – stat.

Rapid
[Insights]

FastBlast™ and FastBlast™ Plus – Two Options Priced to Be Mindful of Today’s Economy

If you like your studies to be quick and cost-effective, iServices FastBlast, which utilizes the Web, and FastBlast Plus, which uses Interactive Voice Response (IVR) methodology, offer marketing research and pricing just the way you need it.

Each of these solutions can be directed to both patients and physicians, based upon your objectives. FastBlast offers the speed and flexibility of the Web. FastBlast Plus has the added enhancement of feedback in the respondent’s own words, bringing you rich verbatims with added nuances of inflections and tone.

Options Using Our Physician Community

	Option 1	Option 2	Option 3
No Specialty Quota	100	0	0
PCPs	0	100	0
Specialists	0	0	100
Pricing	----- Call for individual pricing. -----		

Options Using Client Target List

	Option 1	Option 2	Option 3
No Specialty Quota	100	0	0
PCPs	0	100	0
Specialists	0	0	100
Pricing	----- Call for individual pricing. -----		

Pricing includes:

Turnaround:

1 Week*

Standard Deliverables:

1 CSV or SPSS file (charts available for an additional fee)

Questions:

Maximum 5[†] closed-ended (3 minutes maximum time)

[†]Additional price for open-ended question (as 1 of the 5 questions) is \$500 each.

*Additional turnaround time may be required for the following:

- Hepatologists
- Transplant Surgeons
- Nephrologists
- Radiology Oncologists
- Radiologists
- Vascular & Interventional Rads
- Specific Type Surgeons
- Pulmonologists (Critical Care)
- Rheumatologists

Timely
[Solutions]

To learn more about how FastBlast can help you conduct a quick, reasonably priced, topline take of your marketplace, contact your **Key Account Manager** or **Art Rome**, at 973.599.3515 or art.rome@gfk.com.

www.iservicesgfk.com