



Supporting Your Business with Cost & Productivity Efficiencies

How can iServices benefit your business?

With our time-honored track record in pharmaceutical market research, you can count on iServices for innovative solutions to help move your business forward. As your partner, we bring an understanding of your business issues to each project. With that knowledge, we apply our depth of resources and engage our team of top industry experts to optimize your business results with cost and productivity efficiencies. When you choose iServices, you will benefit from a dedicated representative who understands your needs, shares your goals and is there for you throughout the process.

Always at the heart of your research success is our robust panel of physician, patient and managed care decision makers, extending your medical reach across a diverse range of specialties and disease states. iServices offers this full breadth of services, coupled with the experience that comes with more than 12,000 completed surveys per year, giving you the tools you need to help drive the success of your business.

Research
Partner]

What is unique about iServices?

iServices is ready to support your business objectives and overcome your business challenges. Our customers, who consist of market research and consulting firms, choose us for so many reasons that make us unique, including:

- Unparalleled access to physicians, patients and managed care decision makers across a diverse range of specialties and disease states
- High-quality programming and the ability to perform the most complex data collection
- Fast turnaround time – from project initiation to data delivery and...
- Unrivaled customer service, with a dedicated representative who is there for you each and every time you call

**Optimized business efficiencies begin with iServices...
your trusted partner in innovative solutions.**



*Dedicated
iServices
representative*

*Access to our
robust panel*

*Production
efficiencies
that optimize
business results*

How does the iServices team work to meet the demands of your business?

Partnering with you, our iServices team brings their valued experience to a range of services, including:

- Programming and fielding, specializing in online data collection
- Rapid survey deployment and field turnaround
- Recruiting targeted healthcare professionals and consumers using gold standard panels
- Delivering quality data with quick turnaround in various formats – Excel, SPSS and ASCII

Dedicated
Support]

What additional support does iServices provide?

We offer the following capabilities to our customers, including:

- Review of your survey design
- Sample procurement and preparation
- Data collection hosting and monitoring
- Recoding and relabeling of SPSS data files
- Coding of open-ended questions and verbatims for analysis
- Data tabulations
- Multilingual studies – worldwide recruitment
- Interactive Voice Response (IVR) surveys
- Studies utilizing streaming video and/or sound

The next time you are looking for the resources to fulfill your productivity requirements with the cost efficiencies your business demands, access our iServices network.

To Learn More about how iServices can provide the cost-effective resource solutions your business demands, contact **Scott Robinson** at: **609.683.6337** or **scott.robinson@gfk.com**.