

MedQuest

Focus Group Facilities & Recruiting For the Medical Industry

Physicians — Nurses — Pharmacists — Patients



MedQuest Overview

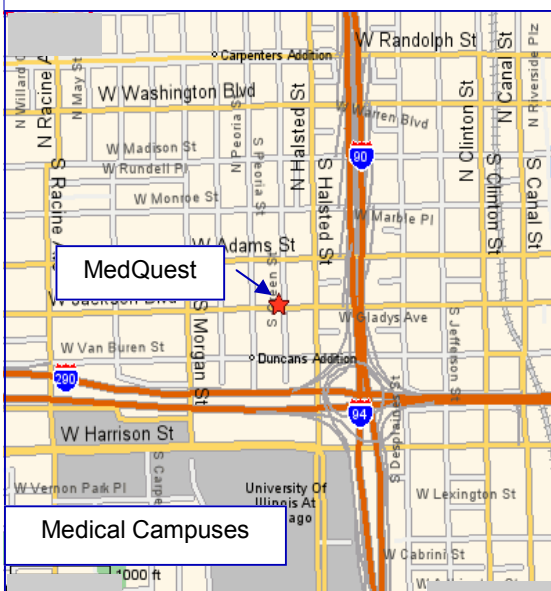
Medical personnel are difficult to recruit. Unlike consumer research, it is more common to have to go off list or increase incentives and still slots are not filled...

MedQuest takes a different approach and can deliver even the most challenging, high quality medical respondents via:

- A **convenient location** to the largest concentration of medical personnel in Chicago
- An **aggressive recruiting** philosophy including In-Person Recruiting and E-mail panels
- Significant **experience** in pharmaceutical and medical market research

A Convenient Location

Based on research, 70% of medical staff travel <3 miles to attend research in downtown Chicago. Our competitors are by Michigan Ave., near just one medical center, so the same respondents participate over and over...



- MedQuest is near a huge medical campus with **3 of the top 5 largest hospitals** in Chicago.
- MedQuest is near to the intersection of the two largest expressways — making travel convenient for clients and respondents.
- Convenient Limo service is available for respondents and clients.
- Premiere hotels and restaurants are walking distance.

A New Approach to Recruiting



MedQuest staff include former pharmaceutical sales reps and healthcare workers from this exact part of Chicago. We know where all the medical offices are.

Recruiting is conducted via three methods:

In-person

MedQuest is uniquely qualified to provide in-person recruiting. We have the ability to recruit physicians in their offices when no one else can.

Email panel

Through our opt-in medical panel, we can quickly invite respondents for projects with tight timeframes.

Phone

Our fully managed database has 97% accuracy for phone and address information for every medical office within 10 miles of our facility.

About MedQuest

Chris Lee, the founder, has worked as V.P. of Client Service at Ziment, a large healthcare qualitative vendor. He has been a moderator supervising hundreds of medical qualitative projects. He was also a product manager, pharmaceutical sales rep in Chicago, market research manager at TAP Pharmaceuticals, and database manager at SMG.

This combined perspective gives him and his team the unique understanding of the needs of our clients and the ability to access medical personnel.



About the Facility

MedQuest provides two focus group rooms complete with the following available services:

- ◇ High speed Internet access with ports at every seat
- ◇ Computer and printer/copier/fax in every client lounge
- ◇ High-definition LCD monitors
- ◇ Digital audio and DVD or HD quality digital recording
- ◇ On demand DVD quality video stored on our website within 30 minutes of the interview (a cheaper alternative to videostreaming)
- ◇ Videostreaming available through ActiveGroup
- ◇ In-House Video Clip creation in Powerpoint
- ◇ Notetaking
- ◇ Moderating via a professional medical moderator

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