



PHARMAPHONETICS™

SPEECH ENABLED MARKET RESEARCH

Gain in-depth insights from target physicians across the country—anytime, anywhere there's a phone

Reaching target physicians with traditional research methods can be challenging. Low response rates, small sample sizes, and a limited geographic reach can frustrate your research efforts and negatively impact your ability to make critical marketing decisions and develop the strategic and tactical direction of your brand.

With PharmaPhonetics' Speech Enabled Market Research (SEMR), you can get the in-depth physician insights you need. PharmaPhonetics delivers larger, more geographically diverse panels so you can reach conclusions with higher statistical confidence. The key is proprietary, interactive technology for advanced speech recognition that fully automates the survey-taking process and provides benefits not available from other methods.

Better response and return-on-investment

PharmaPhonetics SEMR lets you reach more physicians, more effectively. Physicians can participate 24/7 from anywhere there's a telephone, making it easy and convenient for them. Not only does this improve response, it also equates to longer physician interaction times and repeat participation. Since our programs offer better completion percentages and larger sample sizes, your research dollar goes further—delivering increased study confidence levels and a superior ROI.

PharmaPhonetics can provide you with the in-depth market research and physician reach you need.

- Large, geographically diverse panels provide meaningful statistics
- Pre-reading and survey interaction engage your audience, yielding deeper insights
- 24/7 phone access makes it convenient for any physician

The power to reach any physician at any time

A turnkey approach, PharmaPhonetics enables you to reach your target number of participants—regardless of panel size, geographic location, or segmentation criteria. You determine the sample size and type, and we do the rest.

A PharmaPhonetics SEMR program can help you:

- Better understand clinical practices
- Present physicians with current study information
- Measure and project changes in prescribing intent
- Develop strategic positioning and tactics
- Understand brand perceptions for drugs and treatments

Greater convenience delivers better reach and sample sizes

Ninety-six percent of physician participants sampled in our SEMR programs found them convenient. This increased convenience improves reach and panel sizes, and gives you greater research confidence than traditional research methods.

Tailored to your specific requirements

PharmaPhonetics SEMR programs are scalable and built with a repeatable process so they can be used across brands, or for ongoing or follow-up research for the same brand—further leveraging your research investment.

All of our projects have dedicated program management and account support that include: physician recruitment; database segmentation and management; development

and deployment; honoraria administration and management; data collection; and tracking, analysis, and reporting—all in a secure environment.

We'll work with you to custom build a program that addresses the business objectives of your market research team and your brand.

Created by a leader in Automated Speech Recognition

VoicePort helps clients control costs and communicate with customers using self-service Automated Speech Recognition (ASR) and Web applications. We develop and provide configurable as well as custom solutions in niche markets such as media and pharmaceuticals. Since 2002, we've deployed speech applications at more than 130 customer sites in North America.

VoicePort's PharmaPhonetics suite utilizes our interactive speech-automated applications to improve patient adherence and brand positioning, as well as to conduct market research with physicians. These applications comply with all patient privacy laws and industry-specific governing body guidelines.



Give your market research program a voice

To learn more, visit us online at www.voiceport.net, or call us at 866-418-1497.