

Rapid Expert Insights

Ipsos

WHY RAPID EXPERT INSIGHTS?

Rapid Expert Insights provides direction to your business issues and is a valuable option for **quick and affordable insights**. Whenever you are in need of a fast but meaningful expert opinion- Rapid Expert Insights is the way to go. For example when you want to:

- Support business decisions
- Obtain a pulse on market trends and perception
- Evaluate finished ad / messaging / communication concepts
- Explore general sentiment pre/post campaign

METHODOLOGY

Quantitative Insights

- Results available within 5 working days
- 10 to 15 basic questions (~6 min.)- excl. max. 2 screening questions
- Budget includes 40 GPs or 30 specialists recruited on the Ipsos NL HCP panel (3000+ HCPs)**

Additional Qualitative Deep Dive

- Only in combination with quantitative insights
- Online community or telephone interviews
- 20 minutes/ 5-10 respondents**

*** Feasibility and sample sizes depend on type of physician.
We are happy to discuss options ***

HOW DOES IT WORK?



Questionnaires can be scripted and **launched within 24 hours** in Dutch



Surveys **field for 1-3 days** depending on the target audience, sample size, and types of questions being asked.



Raw data can be provided in Excel **1 day** after start of fieldwork. A Dutch **summary report** can be provided within **1-2 days** of field close.

HOW RAPID IS RAPID?

SAMPLE TIMELINE QUANT

Define business
& research
needs

Day 0

Discuss
Q're &
Screener

Day 0

Draft
Q're

Day 0

Q're
Approved

Day 1

Q're
Scripted

Day 1

Field

Day 2-4

Report

Day 5

INTERESTED? PLEASE CONTACT US

We're happy to discuss all possibilities and pricing with you!
Els Bilman (els.bilman@ipsos.com)
Edwin Bas (edwin.bas@ipsos.com)

