IPSOS FIELD AND DELIVERY

Specialist Healthcare Fieldwork Solutions

Ipsos MORI Ipsos

Ipsos Field & Delivery specialises in providing high-quality fieldwork solutions where traditional full-service is not suitable.

As fieldwork specialists embedded within Ipsos' industry-leading Healthcare service line, we are uniquely placed to provide expert project management, data collection and operational delivery.

This flexible, modular offer can be adapted to a range of client objectives and is designed specifically to operate within the key parameters advised.

DESIGN

- Clear and simple objectives
- Limited budget
- Limited time
- May have a questionnaire designed

FIELDWORK

Needs access to:

- HCPs / Patients / Consumers/General Public
- Allied Healthcare professionals (Nurses, Pharmacists, Dentists, Vets)
- Payers & KOLs

REPORTING AND ANALYSIS

- Basic reporting – where tables would be sufficient for quant *
- English transcripts or content analysis for qual

*NB we do not produce analysis/ Interpretation of data

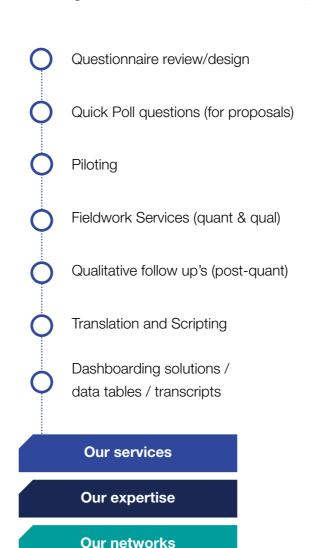## Examples of direct-to-pharma fieldwork only studies and opportunities:

1

Package Testing – Limited budget, short questionnaire which the end client could write themselves, needed scripting, panel access and project management.

2

Quant Segmentation Study – Client already had a questionnaire from working in another market and was just looking for scripting, panel access and project management. They had in-house advanced analytics for their reporting needs.

How can we support you via Ipsos Field and Delivery?

- Questionnaire review/design
- Quick Poll questions (for proposals)
- Piloting
- Fieldwork Services (quant & qual)
- Qualitative follow up's (post-quant)
- Translation and Scripting
- Dashboarding solutions / data tables / transcripts

Our services

Our expertise

Our networks

If you have any questions or have an appropriate brief please contact one of us below. We are also happy to assist when brainstorming new RFQs:

Lucy Bennett
Client Organisation, UK Director

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Vicky Burke
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About Ipsos MORI

Ipsos MORI, part of the Ipsos group, is one of the UK's largest and most innovative research agencies, working for a wide range of global businesses, the FTSE100 and many government departments and public bodies.

We specialise in solving a range of challenges for our clients, whether related to business, consumers, brands or society. In the field of data science, we have a large and diverse team of experts including mathematicians, statisticians, data scientists and behavioural economists. We are constantly seeking to break new ground in the understanding and application of large and complex data sets.

We are passionately curious about people, markets, brands and society. We deliver information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions.