

Ipsos Health Positions for Client Service Excellence

Robert Ramirez Takes on New Role Focused on Greater Value to Clients

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Ipsos is a leading global survey-based market research company, owned and managed by research professionals. Ipsos helps interpret, simulate, and anticipate the needs and responses of consumers, customers, and citizens around the world. Member companies assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media. They measure public opinion around the globe. Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting. Ipsos has a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999. In 2009, Ipsos generated global revenues of €943.7 million (\$1.31 billion U.S.). Visit www.ipsos.com to learn more about Ipsos offerings and capabilities.

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New York, NY - Ipsos Health is rethinking the relationship between market researchers and their clients. The company's health care and pharmaceutical research specialty is making moves and taking action to strengthen its partnerships with clients, with the ultimate objective of offering better service and stronger results. To facilitate that, Robert Ramirez has been appointed as Vice President, Partnership Development with Ipsos Health. Having serviced Ipsos clients for several years, Ramirez will now help shape and strengthen Ipsos Health's value to clients in the ever demanding and ever changing realm of health care and pharmaceuticals.

"Ipsos Health is committed to building stronger partnerships our clients. The stronger the relationship we have, the more we are engrained into their culture and business, the better equipped we are as researchers to deliver exceptional results and value to our clients. Helping clients get more from their research dollars and achieve better integration of insights is my primary goal." says Ramirez of his new role. "Our clients are innovative and motivated to bring the latest developments in health care and pharmaceutical products to the market. Ipsos Health shares those same values and by partnering closer with our clients, we can dig deeper into the minds of consumers to help client companies build stronger brands and bring health solutions to market much faster."

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A key strategy for achieving this goal is the creation of Ipsos Health specialized client teams. By teaming up the best of Ipsos' health care market researchers with highly specialized qualitative and quantitative research experts, each team will be custom designed to meet both broad and specific needs of each health and pharmaceutical client. The end result is a team with a deep understanding of the client's needs with the right mix of knowledge and methodologies for delivering results, analysis, and insight.

"Partnering with our clients allows us to do the best work we can to help them succeed and Rob's experience and understanding of our clients makes him a natural for this role," adds Elys Roberts, President and CEO of Ipsos Health. "By partnering closer with our clients and building service teams that meet their diverse needs, we can better understand their business and deliver exceptional insights with top end service. Rob Ramirez's expertise will help us build an organization that is responsive, relevant, and invaluable to our clients."

Watch for further news and developments on Ipsos Health's client partnership initiatives in the near future.



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