



MARKET RESEARCH WITH INTELLIGENCE

B2B MEDICAL





About Us

B2B Medical is the dedicated medical division of [B2B International](#), a leading global market research consultancy with offices in Europe, North America and Asia-Pacific.

We specialise in speaking to the whole spectrum of medical professionals - from GPs and practice nurses through to specialist nurses, pharmacists and specialist physicians in a vast number of disease areas.

B2B Medical is a member of the [BHBIA](#) (British Healthcare Business Intelligence Association) and all of our staff have achieved certificates in 'Adverse Event Reporting' and 'Legal and Ethical Guidelines'.



About Us – Why We Are Different

- Established company within the healthcare industry with over 20 years of market research experience.
- Deep understanding of the special needs of the medical community.
- Recognition of the difficulties of establishing direct contact with the right respondent and experienced staff capable of achieving this.
- Technical understanding of the subject and how to obtain the right answers to important questions.
- Persistence to get correct and relevant information from the right individual.
- Quick turnaround of results.



Services – Overview

We provide the following services:

- Quantitative telephone interviewing (CATI), specialising in DFU research
- Qualitative telephone interviewing
- Face-to-face interviewing
- Focus groups
- Diary studies
- Access to an extensive online panel of nurses and physicians in both primary and secondary care
- Analysis and presentation of data



Services – Quantitative (CATI)

- 25 dedicated CATI stations.
- Fully trained interviewers.
- Ability to programme a large variety of quantitative studies.
- Improved tracking through regular, up-to-date progress reports of fieldwork and sample sizes.
- Immediate data outputs in Excel and a variety of ASCII-based formats.





Services – Qualitative

- Managed numerous studies on prescribing practice involving face-to-face interviews, focus groups, depth telephone interviews and diaries with GPs, pharmacists, chemists, nurses and specialists.
- Experience in speaking to patients themselves; something that requires the very highest levels of tact on the part of the interview team.
- Access to an established network of specialists across the UK.



B2B Medical Panel

- Traditionally medical research has utilised methodologies such as face-to-face interviewing, focus groups, and telephone interviewing. However, medical professionals are becoming busier and busier, which is why we started up our medical e-panel.
- Although our panels are made up of professionally-recruited and verified decision makers, they are not just made up of general doctors; rather they have been categorised by speciality.
- Our panels can be joined at: www.b2bmedical.co.uk



B2B Medical Panel

Through our online panel, we now have access to doctors in the following specialities:

- Anaesthetics & ITU
- Paediatrics
- Psychiatry
- Obstetrics and Gynaecology
- General Surgery
- Orthopaedic & Trauma Surgery
- Radiology
- Accident & Emergency
- Cardiology
- Chest Medicine
- Endocrinology
- Gastroenterology
- ENT

- Respiratory
- Geriatric Medicine
- Oncology
- Ophthalmology
- Internal (General) Medicine
- Nephrology
- Neurology
- Dermatology
- Haematology
- Rheumatology
- Urology
- Acute Medicine
- Vascular Surgery



Type of Respondents Frequently Interviewed

- **Primary Care**

- GPs
- Practice Nurses
- Practice Managers
- Retail Pharmacists
- PBCG Leads

- **Secondary Care**

- Consultants
- Specialist Registrars
- Associate Specialists
- Staff Grades
- Senior House Officers
- Hospital Pharmacists
- Hospital Management
- Secondary Care Nurses



Type of Respondents (cont...)

- **NHS Professionals**

- Chief Executives
- Prescribing /
Pharmaceutical Advisers
- Medicines Management
- Healthcare Board
Members
- Public Health Specialists

- **Patients**

- Diabetes Patients
- Epilepsy Patients
- Osteoarthritis Patients
- Psychiatric Patients
- Parkinsons Patients
- Cancer Patients
- Other patient types



Experience

- Extensive experience in carrying out interviews over a wide range of specialties, from GPs, Pharmacists and Clinical Nurse Specialists to Oncologists, Urologists, Psychiatrists, Haematologists, Virologists, etc.
- Expertise in interviewing individuals at all levels in Primary Care Trusts, Acute Trusts and Foundation Trusts.
- We use only specialist medical market researchers who have knowledge of therapy areas and experience of recruiting and interviewing healthcare professionals and patients.
- Over 20 years' experience.
- B2B Medical ensure quality control at all stages, including interviewer and agency briefings, fieldwork and analysis.



Experience

We have carried out qualitative and quantitative interviews in many disease areas including:

- Acne
- ADHD
- Allergic Rhinitis
- Angina
- Asthma
- Bipolar Affective Disorder
- Breast Cancer
- Diabetes
- DPNP
- DVT
- Eczema
- Epilepsy
- Erectile Dysfunction
- HIV

- Hypertension
- Lung Cancer
- Neuropathic Pain
- Obesity
- Osteoporosis
- Parkinson's
- Prostate Cancer
- Psoriasis
- Respiratory
- Restless Leg Syndrome
- Rheumatoid Arthritis
- Schizophrenia
- Thromboprophylaxis
- Urinary Incontinence



The Team – Interviewers

All our interviewers are:

- co-ordinated, controlled and highly trained
- supported by supervisors and management
- highly motivated, qualified and experienced
- competent with adverse event reporting practices (BHBIA certified)
- competent with legal and ethical guidelines (BHBIA certified)
- monitored closely to exceed IQCS and BS7911 Market Research Standard



The Team - Management

Debbie Davis, Operations Manager

- Debbie is our Operations Manager and is in charge of all management, recruitment and quality control of the 40 strong medical field force.
- Because she began as an interviewer, Debbie fully appreciates all the issues around completing medical fieldwork to a high quality and on time.
- Debbie qualified as a RMN in 2006 and this enhances her understanding of the healthcare system and the challenges facing healthcare professionals in both public and private sectors.

Alex Clements, Operations Supervisor

- Alex has a great understanding of the methodology necessary for interviewing, gained from his days as part of the interviewing team.
- He recruits and trains new interviewers to work to the highest standard of both qualitative and quantitative research; he conducts briefings and ongoing training to ensure quality control within the unit.
- Alex has managed many B2B Medical projects alongside the Operations Manager, gaining a great understanding of the pharmaceutical industry and many different therapy areas.



Our Clients

Because of our focus and specialisation, we have been commissioned by clients across the world who need insight into the fast-developing UK, US & European medical markets. We have worked on projects for the following organisations:

- AAH
- Adelphi Real World
- Adelphi International
- Adelphi UK
- Agfa
- Astellas
- Astra Zeneca
- Eli Lilly
- GlaxoSmithKline

- IDIS
- Janssen Cilag
- Johnson & Johnson
- McKinsey & Co
- Quintiles
- Sanofi Aventis
- Serono
- The Department of Health
- Tyco



Our Clients – What They Say About Us

“B2Bs efforts on our NHS study are always appreciated by everyone at Adelphi. They understand our needs and are always prepared to take on what are quite challenging and awkward projects. Requests are always addressed promptly and we appreciate their attitude, friendliness and the overall service offered.”

– Adelphi Real World (Formerly Adelphi Group Products)

“Compliments were overflowing from all and I really wish to congratulate you again for the excellent work done on the survey. The quality of the presentation was outstanding and showed everybody how professionally and seriously the project was handled.” – Serono

“Thanks again for another job well done and saving a week in field.” – Adelphi Research UK

“We're thrilled that you were able to set up the interviews we needed so quickly. Thanks so much for your help on this.” – McKinsey & Company

"Thank you for your outstanding service. We were very impressed with the high quality presentation and outcomes of the research, especially within the extremely tight deadlines. It is important to know that we can rely on you for your reliability and professionalism and it proves that B2B International provides a first class service." – IDIS Ltd

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