



SUPPLYING SUCCESSFUL HEALTHCARE MARKET RESEARCH PROJECTS
IN FRANCE, EUROPE AND WORLDWIDE THAT MEET THE HIGHEST
QUALITY STANDARDS.



**100%
MEDICAL**

Doctors.
Nurses.
Pharmacists.
KOLs.
Payors.
Patients.
Caregivers, etc.

Dedicated team.
One single point of contact.
Agility.
Responsiveness.
Realistic solutions.
Pro-activity.
Cost efficiency.



**CLIENT &
SOLUTIONS
ORIENTED**



**" A LA CARTE "
PARTNERSHIP**

Project management.
Support for study
material design.
Advanced online survey
programming.
Adverse event reporting.
Fieldwork.
Deliverables.

Qualitative & Quantitative.
Online.
Mobile.
Digital.
CAPI.
Telephone.
Face to face.
Focus group.



**UP TO DATE
METHODOLOGIES**



**HIGHEST QUALITY
STANDARDS**

AER.
Transparency.
GDPR - HIPAA.
Anti-bribery.
Quality process.



100%
MEDICAL

Since it was founded in 2001, AplusA Fieldshop has been dedicated to supplying fieldwork services to healthcare market research and consulting agencies. AplusA Fieldshop is a division of AplusA, a leading international medical market research company operating since 1990. We provide our clients with the individualized services of a boutique agency as well as the support of a large organization with high levels of expertise and a worldwide network and processes. Your project can draw on our internal team of biostatisticians, data processing officers, web masters, etc.

100%
HEALTHCARE

100+
THERAPEUTIC AREAS
including Rare Diseases

20%
MULTI-COUNTRY

20+
COUNTRIES



Scope of Fieldshop's recent studies

30,500+
RESPONDENTS PER YEAR
in France (40,000+ worldwide)



11,500+
UNIQUE HCPS PER YEAR
in France



3,000+
PATIENTS/CAREGIVERS PER YEAR
in France (6,000+ worldwide)



CLIENT & SOLUTIONS
ORIENTED

Supporting you in achieving your goals smoothly and successfully.

The experts you need

A dedicated team.
A single point of contact.

15 seasoned healthcare qualitative moderators (15 key cities in France),
Network of ethnographers, linguists, neuro-scientists, etc.
30 seasoned quantitative interviewers specialized in healthcare, for full
geographical coverage (30 Key cities in France).

In-house website programmers and bio-statisticians.

Professional medical translators,
Highly-qualified simultaneous translators.

Network of approved local partners for recruitment and moderation.

To meet your expectations

Agility,
Responsiveness,
Proactiveness.

Realistic solutions.

Quality.

Cost-efficiency.

"A LA CARTE" PARTNERSHIP

PROJECT MANAGEMENT

Coordination.
Progress status reporting.
Client relationship.

SUPPORT FOR STUDY MATERIAL DESIGN

Development of research material.
Translation.
Linguistic validation.

ADVANCED PROGRAMMING OF ONLINE SURVEY

Programming.
Testing.
Hosting.
Redirection links.

DELIVERABLES

Audio & video recordings.
Transcripts, content analysis,
summary report, top line
report, full report.
Debriefing, brainstorming.
Translation of Open Ended.
Coding, data entry.
Raw data, Cross tabulation,
ASCII files,
AERs compilation.

FIELDWORK

Feasibility studies, pilots,
soft launch.
Recruitment, moderation,
interviewing, follow-up,
facilities, simultaneous
translation.
Incentives.
Quality check.

ADVERSE EVENT REPORTING

All staff are trained and
certified.
Processing according to
your client's specifications.
Storage.

UP TO DATE METHODOLOGIES

50% QUALITATIVE

In field or in central location.

IDs, TDIs,
Web-Assisted TDIs, Webcam TDIs,
Online bulletin board.

Focus groups, web focus groups,
Duos, Triads,
Mini-groups.

Online diary,
Online community.

Creative, projective techniques,
Ethnographic techniques.

Mobile,
Videos,
Eye-Tracking, Virtual reality.

50% QUANTITATIVE

Online,
Mobile,
CAPI,
PAPI,

CATI,
Telephone,
Face to Face.

OTHER

Desk Research.

HIGHEST QUALITY STANDARDS

RELY ON US

We help you design your sample and finalize the research material.

Realistic assessment of feasibility & advice at the proposal stage.

Testing the research material for feasibility, logic and duration prior to the start of the project.

Linguistic validation.

Timely reporting of fieldwork progression.

Detailed bi-weekly updates on research progress.

Timely feedback on potential issues and suggested solutions.

Change management and recording.

Any change in fieldwork process is documented, traceable and stored.

Quality check.

In house QC of research material, samples, and AE reporting throughout the project.

QUANTITATIVE METHODOLOGIES

Data collection

Secured & user-friendly portal.

In-house programming and hosting on secured servers, Multiple online controls of data captured using comprehensive error messages.

Ability to pause and resume where they left off.

Large scale AE reporting

Proprietary software to identify AEs for reporting.

Interim dataset after soft launch

Checking that data are captured and saved accurately in the dataset.

Final Dataset at the end of data collection

Quality Check.

Strict 2-step monitoring of all completed interviews.

All changes made during the database quality control process are documented, traceable and stored.

Double-entry module for patient charts studies available (double-entered by physicians for 10% of the patient sample, on the basis of one patient per physician selected at random, on a subset of questions).

GET THE RIGHT TARGET

Whatever the recruitment method, we check the target against screening criteria.

Recruiting HCPs:

In France: we use our constantly updated database of 269 500 qualified HCPs and 45 930 emails.

In France and worldwide, we also use professional directories for targeted recruitment in hospitals and specialized centers (e.g. cancer centers, transplant centers etc.).

Snowballing approach (peer recommendations, etc.).

From a list provided by the end client, etc.

Recruiting Patients and caregivers.

We recruit patients using HCP support: physicians identify and invite patients and caregivers to participate (either the patient directly contacts AplusA Fieldshop or consents to pass on their contact details to AplusA Fieldshop).

Patient Organizations may be involved in the recruitment of some patients.

Panels are avoided in cases where the diagnosis, severity, and treatment need to be confirmed.

QUALITATIVE METHODOLOGIES

Moderation

In-house seasoned moderators.

High quality & consistent moderation across all respondent categories.

Network of specialists (ethnographers, linguists etc.) who are at least bilingual.

Other services

Viewing Facilities in the main cities in France and worldwide.

High quality simultaneous translators specialized in healthcare.

Stringent AE process.

Quality Check.

For in field interviews, we perform quality control of at least 20% of the sample.

QUALITY & CODES OF CONDUCT



QUALITY

Process, Training, Control

- Quality department
- AplusA's Standard process
- Quality manual
- Quality control
- Supplier assessment



PHARMACO-VIGILANCE

Adverse Event Reporting

- AplusA's AER process
- Continuously updated
- 100% internal staff trained
- 100% fieldwork partners trained
- 100% positive client audit feedback



SAFETY

Data protection, Data preservation

- Secured access to data
- Confidentiality clause Contingency plan
- Backup recovery plan
- Emergency procedure Disaster recovery plan
- Business continuation plan



COMPLIANCE

Code of Conduct, Respondent rights, Anti-bribery

- US & French Sunshine Act (Loi Bertrand)
- GDPR and CNIL
- Institutional review board (IRB) and ethics committee submission
- ESCMAR
- EpHMRA
- PMRG
- BVM
- BHBA
- MRS
- ASOCS
- ISPOR

TYPES OF RESEARCH

App test,
ATU tracker,
Brand performance tracking,
Clinical trial evaluation,
Consumer health,
Communication testing,
Demand study,
Detail Aid testing,
Device testing,
Drivers and barriers assessment,

Market understanding,
Market sizing,
Message testing,
Online questionnaire pre-test,
Packaging test,
Patient flow,
Patient journey,
Patient pathway,
Patient segmentation,
Product evaluation,

Product positioning,
Sensitive topics,
Smartphone and tablet surveys,
TPP testing
RX tracker,
Virtual reality test,
War games,
Website test.

STAKEHOLDERS & THERAPEUTIC AREAS



Capability to recruit and to interview
Doctors

Anesthesiology,
Cardiology,
Dental,
Dermatology,
Endocrinology,
ENT,
Gastroenterology,
General medicine,
Genetic,
Geriatric,
Gynecology,
Hematology,
Hepatology,
Immunology,
Infectious diseases,

Internal medicine,
Medical biology,
Medical devices,
Medical genetic,
Nephrology,
Neurology,
Nuclear medicine,
Nutrition,
Oncology,
Ophthalmology,
Orthopedics,
Pediatrics,
Pharmacy,
Psychiatry,
Pulmonology,

Radiology,
Rehabilitation and
physical medicine,
Rare disease
specialists,
Rheumatology,
Sexology,
Surgery (all),
Urology,
Veterinary,
Etc.



Capability to recruit and to interview
Other HCPs

Key opinion leaders,
Payers,
Laboratory staff,

Nurses,
Pharmacists,
Paramedics.

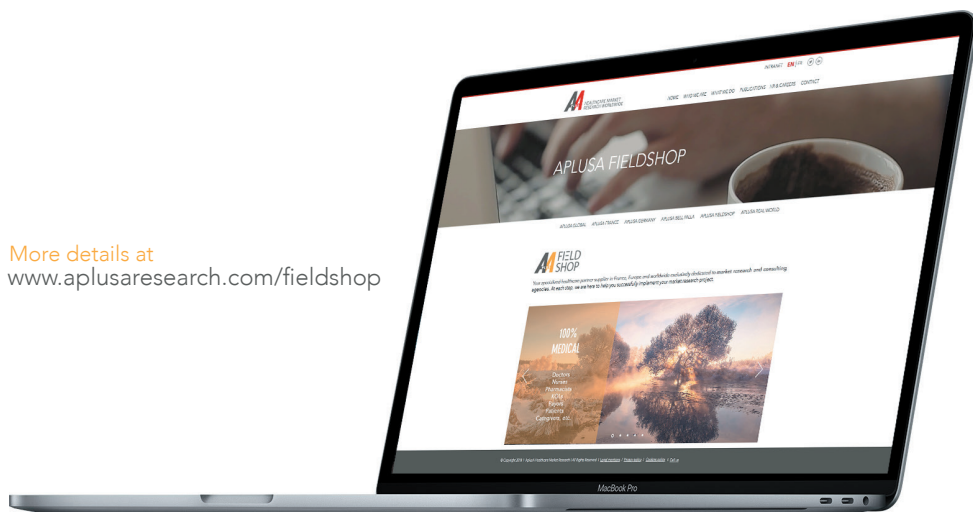


Capability to recruit and to interview
Patients & Consumers

Adults,
Elderly,
Teenagers,

Children,
Caregivers.

More details at
www.aplusaresearch.com/fieldshop



CONTACT US



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