

A^{PLUS} **FIELD**SHOP

Your specialized healthcare partner supplier in France, Europe and worldwide exclusively dedicated to market research and consulting agencies.



- Since 1990
- 30+ clients
- 100+ projects per year
- 24+ countries
- Trust
- Quality & efficacy
- Expertise & rigor
- Process & compliance
- Dedicated team
- One single point of contact
- Flexibility
- Responsiveness
- Pro-activity
- Timely delivery of projects
- Client & solutions oriented
- Realistic solutions
- High quality moderating
- Cost efficiency
- Offices in France (*Paris, Lyon*), UK (*London*), USA (*New-York, Norwalk, Los Angeles*)

100% **50%** **50%**
Healthcare Quali Quanti

100+ therapeutic areas
including Rare & Orphan Diseases



AplusA Fieldshop's recent studies worldwide



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)

At each step, we are here to help you successfully on implementation and realization of your market research.



Capability to recruit & interview all types of stakeholders:

- KoLs
- Payors
- Laboratory staff
- Nurses
- Pharmacists
- Physicians
- Rare & orphan disease specialists
- Patients & caregivers

All methodologies and data collection:

- | | |
|--|---|
| Qualitative :
IDIs, TDIs, Web-Assisted TDIs, Web-cam TDIs, FDGs, Duos, Triads, OBBs, Mobile, Eye-Tracking, Ethnographies | Quantitative:
Online, CATI, Telephone interviews, Face to Face, CAPI, PAPI, Recalls, Tracking Studies, PRFs, Mobile |
| | Other:
Desk research |

RELIABILITY & SATISFACTION

Whatever your methodology & the type of stakeholder you need

Realistic assessment & advice on feasibility at the proposal stage

Linguistic validation, test & validation of study material prior to the start of the research

High quality recruitment:

• HCPs:

Through our data base in France (269 500 HCPs contacts / 45 930 emails) / Through professional directories / Targeted recruitment in hospitals and specialized centers (e.g cancer centers, transplant centers etc.) / Through snowballing approach (peer recommendations etc.) / From list provided by end client, etc.

• Patients / Caregivers:

Through physicians: Relay our study among their patients matching our eligibility criteria, then either patient contacts directly AplusA Fieldshop field team or give their consent to pass on their contact details to AplusA Fieldshop.

Through patient organizations: that also relay information on our study on their websites, seminars, newsletters, etc.

Panels are avoided as much as possible as disease diagnosis / severity / treatment cannot be confirmed or guaranteed.

Two weekly detailed updates on progress of the research

Information on any issue & proposed solutions linked with your objectives

All changes made during the course of the market research is documented, traceable & stored

High quality analysis, data checking & monitoring

100% PARTNERSHIP

"A la carte" Partnership: you select the items for which you need our support

Project Management

- Coordination
- Client relationship
- One single point of contact

Support For Study Material Design

- Creation of questionnaire
- Translation and linguistic validation

Advanced Programming Of Online Survey

- Programming
- Hosting
- Redirection links
- Set-up

Adverse Event Reporting

- Daily and / or final data collection
- All staff trained and certified

Fieldwork

- Feasibility studies, Pilots, Soft launch
- Recruitment / Moderation / Interviewing / Follow-up / Facilities / Simultaneous Translation / Incentives / Quality check

Deliverables

Audio & Video recording / Transcripts / Content analysis / Summary report / Top Line report / Debriefing / Brainstorming / Full report / Translation of OE / Coding / Data entry / Raw data / Crossed data / ASCII files / AERs Compilation

100% EXPERTS IN MEDICAL MARKETING RESEARCH

A dedicated team of experts in marketing medical research combining internal experts & external consultants

Technical Experts

- Dedicated team internally
- Data collection & recruiting team in France
- Local partners for recruitment (in other countries)
- Biostatisticians
- 15 strongly experienced healthcare qualitative moderators allowing to cover 15 key cities in France
- 30 quantitative interviewers specialized in healthcare, allowing a geographical coverage of 30 Key cities in France
- 25+ CATI stations in France
- Coverage of main cities worldwide
- High quality simultaneous translators

Legal Experts

- National & international guidelines: Loi Bertrand, CNOM, CNIL, ASSOcs, EphMRA Member Ethic Committee, PMRG, PBIRG, ESOMAR, MRA, BHBIA
- Process & standard of practice storage: our SOPs allow us to sustain you during an audit from your end client.

Specific to quantitative methodologies

• Secured & user-friendly portal :

In house programming and hosting on secured servers / Multiple online controls of data captured via comprehensive error messages / Possibility to interrupt and re-access where they left off

• Proprietary software to identify AEs to be reported

• Interim dataset after soft launch:

To check that data is captured and saved accurately in the dataset

• Final Dataset at the end of data collection:

Strict monitoring of all completed interviews in 2 steps (each interview is reviewed for illogical or unusual data / If data is determined to be illogical or unusual data, physicians are recalled to check / correct their answers)

• All changes made during quality control of the database are documented, traceable and stored

• Double entry module for patient charts studies available

(10% of patient sample is double entered by physicians (selections are done randomly) / On a subset of questions for one patient per physician)

Specific to qualitative methodologies

• High quality & consistency of moderation

• Viewing facilities in main cities in France and worldwide

• High quality simultaneous translator specialized in Healthcare

• High quality control

(when using local experimented interviewers, we will control at least 20% of the sample)



A 100% DEDICATED TEAM

A project management team of internal experts in medical marketing research



Olivier Pralus, Manager, (16+ years exp.)

Olivier has a double academic background: Graduated in Political and Juridical Sciences in Lyon, and then obtained a Master's degree in Marketing and Management in Lyon. Speaks French and English fluently. Olivier joined AplusA in 2001 in the Fieldwork Department where he managed qualitative and quantitative projects in France.

He is now part of AplusA Fieldshop as Manager:

- In charge of quantitative & qualitative RFPs/RFQs
- Supervising projects for international clients in France
- Strong expertise in qualitative & quantitative studies
- Specific interest in Infectiology, Neurology, Rheumatology, Psychiatry & Rare & Orphan diseases



Laurence Bossy, Project Manager, (11+ years exp.)

Laurence has a double background in English and Healthcare sciences. She obtained a post-graduate degree in Healthcare

International Communication from Lyon II University, and a post-graduate degree in English from Lyon III University. Speaks French and English fluently.

Laurence worked in the Drug Safety Department of a major pharmaceutical company as a Junior Drug Safety Officer and also worked for BioVision within the organizing committee.

She joined AplusA Fieldshop in 2006 as a Research Executive and she is now Project Manager:

- In charge of qualitative RFPs/RFQs
- Supervising projects for international clients in France.
- Strong Expertise in qualitative studies: high quality moderation & analysis, trained to all technics: projective, creative technics...
- Specific Interest in Neurology, Gastroenterology, Immunology, Gynaecology & Oncology



Marlène Desnain, Senior Research Executive, (5+ years exp.)

During her university curriculum, Marlène obtained a Bachelor's degree in Management, and a Master's degree in Marketing and Sales at the Institute of Business Administration (IAE) of Lyon. Speaks French, English and Spanish fluently.

Marlène joined AplusA Fieldshop in 2012 as a Research Executive and she is now Senior Research Executive:

- She manages quantitative and qualitative projects for international clients in France
- Strong expertise in quantitative and qualitative studies
- High quality moderation & analysis
- Specific interest in Dermatology, Endocrinology, Devices, Surgery, Pulmonology & Urology

Contact us



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