

Environics' Health and Pharma Practice



Who we are

Environics Health & Pharma is a business unit of Environics Research Group specializing in market research insights in the pharma and health care industry. We are an extensive and well-developed health and pharma research practice, which specializes in an innovative, values-based approach to social values-based physician segmentation and patient segmentation, and provides a wealth of custom quantitative and qualitative expertise to help clients in the development of important research and strategic programs.

Environics Research Group is one of Canada's leading marketing and social survey research consultancies with a reputation for integrity, accuracy and insight. Co-founded in 1970 by Michael Adams, the firm has evolved into a multi-disciplined international research and consulting group, and has conducted award-winning research projects in more than 20 countries around the world. Headquartered in Toronto, Environics is part of a global network of research companies, allowing us to offer our clients large-scale, international research capabilities.

Environics is well-known for providing clients with not only the raw numbers, but strategic answers to crucial issues and solid data, analyzed by experts with a high level of insightful interpretation. With a well-developed pharma practice, our edge comes from bringing together highly qualified, professional consultants with rigorous, dynamic and sophisticated research tools to provide innovative approaches to strategic solutions catered to the specific needs of varying clients.

Environics and its professionals are members of the following accredited national and international associations:

- CAMRO (Canadian Association of Marketing Research Organizations)
- MRIA (Marketing Research and Intelligence Association)
- WAPOR (World Association for Public Opinion Research)
- IriS (International Research Institutes)
- ESOMAR (European Society for Opinion and Market Research)

Market opportunity solutions

With the capabilities and experience to ensure our clients are equipped with the market insights needed for key decision-making, the Environics Health & Pharma Group has conducted research on a comprehensive list of pharma sector issues and environments.

Clients have come from the national and international pharma arena, with research on all health care professionals (physicians, pharmacists, nurses, hospital administrators, long-term care administrators), as well as government policy-makers, third party payers, patients, consumers and advocacy groups. Environics' Health & Pharma Group draws on the collective experience and resources of one of Canada's leading research and consulting firms to provide tailored research strategies that will help you achieve your objectives most efficiently.

As today's pharma marketplace becomes increasingly complex and fragmented, launching and positioning new drugs and growing the market for current therapies requires the ability to quickly identify and seize new opportunities as they arise. Whether you are launching new products, investigating new segments or managing an existing portfolio, Environics' Health & Pharma Group optimizes the right tools to ensure you hit the right targets and avoid potential pitfalls.

Pharma sector clients working with Environics' Health & Pharma research have come to rely on....

- *Staff leaders with extensive experience in the pharma area and thoroughly conversant with pharma organizations, products and issues*
- *Reports and presentations that are timely, accurate, scientific in approach, and user-friendly with actionable insights and recommendations grounded by a broader understanding of pharma and health care issues*
- *Sophisticated and nuanced interpretations of survey results that provide insights that go beyond demographic analysis and delve into the true values, motivations, mindsets and belief systems of the groups being researched*
- *A sensitive and inclusive relationship that involves the client in all phases of the research design process*



The culture at Environics values client service above all else and employs some of the best researchers in Canada to achieve that goal.



Environics owns Research House, one of Canada's leading providers of quality research fieldwork services. They provide us complete online, telephone, quantitative and qualitative data collection services.

Our Advanced Analytics team, based in Toronto, provides world-class analytics through a deep understanding of customer psychology, industry and business issues, and the latest data analysis approaches.

Focused products & services helping clients to target, reach & connect to key markets.....

Health & Pharma Group Services from Environics offer customized quantitative and qualitative research, including stakeholder research and social values-based segmentations that expose the underlying values, motivations, mindsets and belief systems of the targeted groups, including:

- *Physicians, pharmacists and other health care professionals*
- *Patients and users of pharma products*
- *Hospital administrators, government officials and others whose decisions can affect policies related to pharma issues*
- *Corporate reputation research*
- *Strategic planning*
- *Branding and communications strategies*
- *Public affairs and policy issues*

Our custom solutions are as diverse as the health care stakeholders in the industry. Whether it is qualitative exploration or quantitative mapping, stakeholder/target group insights, ethnography, marketing/detailing tools diagnostics or tracking, we have a number of approaches to help understand physician, patient and pharmacist behaviour and decision-making, and the right tools and expertise to tailor solutions for your specific enquiry.

Some of the methodological tools available and used by Environics' Health & Pharma Group include:

- *Proprietary client custom studies (single-wave, multi-wave tracking, multiple methods, etc.)*
- *Quantitative: telephone, online, mail, etc.*
- *Qualitative: focus groups, one-on-one, elite, in-depth interviews, clinics, ethnographic/everyday life (EDL) studies, etc.*
- *Market and stakeholder group segmentations*
- *Syndicated/omnibus studies (Canada & USA social values tool)*

In touch with the right people

Our two social values-based tools – our Key Physician Segmentation (MDConnect™) and our Patient Segmentation (PatientConnect™) – provide unique and insightful in-depth understanding of your targets that will help you to maximize your organization's interaction and connection with these key stakeholders.

We also maintain an extensive database that we can draw on for research among specific types of physicians, patients, pharmacists, and other health care professionals and stakeholders.