



# Announcing mrZoomIn®

*Largest Available Sample*

**Introducing our newest market research services that save time and money, and help healthcare organizations win in the market place:**

**mrZoomIn® Local**

**mrZoomIn® Horizons**

*mrZoomIn® provides zip-code level to national samples to meet a variety of market research needs.*

KCI Partners has two market research services tailored to healthcare organizations, their ad agencies and PR firms. These services incorporate KCI's full capabilities in study design, questionnaire development, internet programming, data analysis, and reporting.

## **mrZoomIn® Local**

mrZoomIn® Local provides quick feedback from individuals living in targeted service areas such as zip codes or cities that comprise a healthcare provider's or insurance company's service area. The service is ideal for getting feedback on:

- New concepts/service offerings
- Awareness of providers and their service offerings
- Advertising/promotion effectiveness
- Brand/name recognition
- Tag lines and positioning strategies
- Name testing
- Facility usage
- Quality and customer satisfaction perceptions

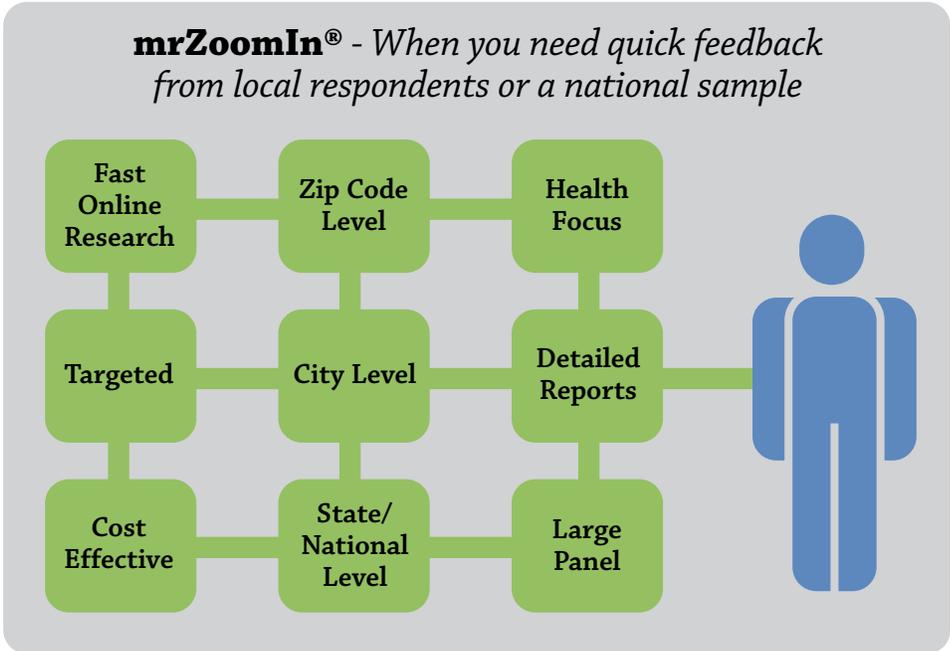
mrZoomIn® Local is typically 30% to 50% less expensive than using phone data collection methodologies. Further, in some cases, mrZoomIn® Local is an alternative to focus groups. The service provides input from

more people than focus groups and savings of thousands of dollars are achievable since room rental and comparatively high recruiting and participation incentive fees are avoided.

From small to large metropolitan areas of 500,000 or more people, the mrZoomIn®

Local sample can achieve very high degrees of reliability (95%) even when segmentation and understanding the differences between various populations is necessary. Segmentation targeting can include up to 400 demographic and lifestyle variables.

**mrZoomIn®** - *When you need quick feedback from local respondents or a national sample*



## mrZoomIn® Horizons

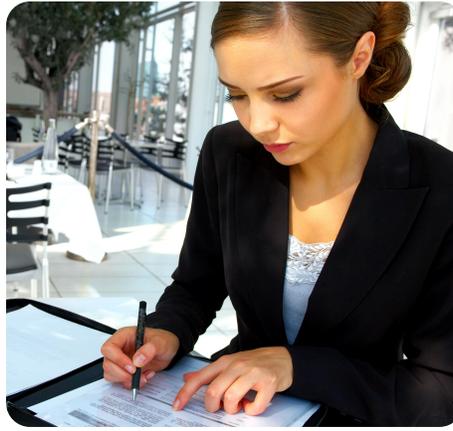
mrZoomIn® Horizons uses a national database that includes specific disease state and lifestyle information. Drawing from a large pool of potential respondents, this service is ideal for getting customer/patient feedback when:

- Understanding market segmentation is important
- Broad geographic representation is required
- Incidence and prevalence rates for a disease state is low
- Specific customer/patient types are hard to find or identify
- Services or products are well known or widely used nationally
- Service or products are not well known or not widely used nationally

Targeting opportunities include:

- 200+ prescription drugs
- 100+ ailments
- 30 therapeutic areas

An example of a KCI project using mrZoomIn® Horizons was for a new medical device that alleviates the symptoms of acute



*“KCI met our consumer sample requirements within 48 hours!”*

tinnitus. Examples of other populations that can be targeted for recruitment include:

- Patients with allergies
- Cancer patients
- CHF patients
- People with diabetes
- Patients with heart conditions
- Patients with kidney disease
- People suffering from chronic pain
- Narcoleptics
- Patients with sleep disorders
- Stroke victims

## About the mrZoomIn® Sample

All mrZoomIn® services use opt in respondent panels. KCI draws from 125 million potential qualified respondents and obtains feedback from even the most difficult to reach populations.

Respondent quality is an important aspect of any research project. Therefore KCI uses the best regional and national sample suppliers to insure the broadest respondent pool anywhere and to maximize segmentation opportunities.

For example, KCI can recruit for online studies from a sample frame that encompasses:

- 618,000 people in South Florida
- 996,000 people in Chicago
- 609,000 people in Los Angeles
- 321,400 people in Atlanta

REGION	TOTAL SAMPLE FRAME
Broward County	227,795
Miami-Dade County	241,327
Palm Beach County	148,692
Total South Florida	617,814
Cook County	520,000
De Kalb County	211,745
Other Chicago Counties	264,000
Total Chicago	995,745
Orange County	323,550
Los Angeles County	285,715
Total Los Angeles	609,265
Fulton County	139,400
Other Atlanta Counties	182,000
Total Atlanta	321,400

## About KCI Partners' Healthcare Practice

### Full Range of Market Research Services:

#### ► Qualitative Research

- One-on-one interviewing
- Focus group moderation
- Key opinion leader meeting moderation

#### ► Quantitative Techniques

- Analysis of variance
- Conjoint
- Factor analysis
- MaxDiff
- Regression
- Data Collection
- Internet
- Phone
- Focus group facility
- Medical congresses

#### ► Secondary Research

- Competitive intelligence
- Market sizing
- Opportunity assessment

#### ► Consulting Services

- Acquisition identification, valuations, diligence, and integration
- Pricing and contracting strategies for new and existing products/services
- Sales operations reviews and assistance with developing and executing improvements
  - Medical technology assessments
  - Account targeting
  - Sales forecasting
  - Development of analytical tools, models, processes and benchmarks

#### ► Strategic and Business Planning

- Leading teams through the strategic planning process
- Developing winning strategic/business plans
- Developing implementation plans
- Design performance based compensation and associated forecasts, quotas and tracking methodologies

#### ► Database Development Services

- Account targeting
- Opportunity assessment
- Strategic guidance in developing sophisticated analytical/reporting tools
  - Implementation of data warehouse and user interface tools (Cognos, Business Objects, etc.)