

## Power Your Patient, Caregiver and Provider Research with the Wide Reach, Rich Diversity and Precise Targeting that Only SSI Can Deliver

# What Is SSI Health?

The Most Trusted Name in Sampling, Bringing You High-Quality Access to Any Healthcare Audience...in Any Country...through Any Mode, Online or Offline For a combined 50 years, SSI has been the world's leading provider of sampling solutions across every data collection mode—online, landline telephone, mobile/wireless, Address-Based Sampling and mixed access. Now, SSI Health brings the scientific rigor that has made us the most trusted name in sampling to your health research, offering the broadest reach, most diverse access and most precise targeting across all your target audiences—patients, caregivers, physicians and allied health professionals.

At SSI, we understand that your market research drives your most critical business decisions. And the quality of your research depends on the quality of your sample. That's why we are dedicated to methodological excellence—bringing the right people to the right survey to deliver the right results.

To guarantee valid, reliable, unbiased samples, we adhere to the highest standards of sampling science, including solid selection techniques...detailed stratification and targeting...precise allocations...motivating rewards...appropriate contact methods...and active panel and community management programs. Plus, we work with you to give every respondent an excellent research experience, nurturing participants to ensure their ongoing participation in your programs.

## Why Is SSI Health Critically Important Now?

Today's Healthcare Market Demands Both Greater Access and More Exact Targeting and SSI Delivers Both Today's competitive healthcare market has led to increasing demand for two conflicting goals—bigger samples and tighter parameters. As the treatment decision process becomes more complex and therapies become more specific, you face the challenge of needing both greater reach to more audiences and more exact targeting for lower-incidence populations. SSI is uniquely able to meet both of these critical requirements through the power of SSI Dynamix™, our game-changing dynamic sampling platform.

By linking to multiple sources—including our own global online panels, as well as social media, affiliate partnerships, online communities and more—our access covers anyone who wants to share opinions, even those who would never join a traditional panel. Plus, because we dynamically profile in real time—using multiple sets of refinement questions and storing information on each participant—we can identify and recruit very specific segments to meet your precise needs.

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#### **What Unique Value Does SSI Health Deliver?**

Wide Reach, Global Coverage, Local Expertise, Full-Service Support and Top-Quality Sample, across Every Mode, Audience and Category

SSI Health delivers a wealth of powerful benefits to enhance your market research:

- Wide reach across key therapeutic categories, including metabolic syndrome, central nervous system and mental health disorders, respiratory ailments, lifestyle treatments and many more
- Broad access across all your target audiences, including patients, caregivers, physicians and a full range of allied health professionals, from pharmacists to chiropractors to acupuncturists
- **Real-time dynamic profiling**, so you can identify and engage even the most precise segments with the freshest insights on disease stage, current treatments or any criteria you choose
- Comprehensive global coverage, with 30 offices spanning every time zone... staff fluent in 36 languages...respondents from 72 nations...and a consistent approach around the world to support accurate multi-country results
- Local knowledge and experienced translators, so you can be confident every question is culturally appropriate and correctly interpreted by local audiences
- A full range of value-add support services, so you have a one-stop resource for programming and hosting, coding, data processing, weighting, tabulations and database appending
- A total array of sampling modes—including online, landline phone, mobile/ wireless, Address-Based Sampling and mixed access—so you can match the best option to each project
- Expert consultative guidance, with senior methodologists who work closely with you to fine-tune questions and drive optimal response rates
- Advanced quality processes—from digital fingerprinting to third-party database matches to quality control checks—to authenticate respondents and protect data integrity

### How Do I Get More Information?

Experience for yourself why 2,000 companies around the world-including the top-50 research organizations—trust their projects to SSI. You wouldn't build your products on anything less than solid science—and neither would we. See the difference the science of sampling can make in the accuracy of your research. To learn more, contact:

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