

# M3 GLOBAL RESEARCH DATA SHEET

## INSTANT INSIGHT



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BY M3 GLOBAL RESEARCH

### What is Instant Insight?

- Instant Insight is designed to provide quick responses to the most important questions.
- Our interactive platform guides you, step-by-step, to initiate, design, and launch your project.
- The choice is yours! Self-service or one of our specialised team will input your questions.
- Additional features provide for:
  - » Determination of project feasibility by country and medical specialty
  - » You choose the number of responses you need for each specialty per market
  - » Choose your ideal number of questions, with a maximum of 10 questions

### User Process...easy as 1, 2, 3, 4

- 1 Project Initiated**
  - Country selection
  - Specialty selection
  - Number of responses selected
- 2 Auto Confirmation**
  - Confirmation of submission
  - Introduction to PM
- 3 Project Launch Provides Immediate Access**
  - Live reporting
  - Live tables responses selected
- 4 Project Closes**
  - Raw data available
  - Data tables available

### Why Instant Insight?

#### *Scenarios for Success*

Instant Insight is best used when you need to know the answer fast. Often a few facts are required to put a strategy in place or confirm a suspicion with empirical data, Instant Insight addresses those needs and provides cost effective measures for scenarios such as:



Additional data or facts to **support a proposal or pitch**



Supplemental data to **enhance or clarify completed research results**



**Sanity check or market pulse** following traditional data collection that has revealed unexpected insight



**Quickly assess global markets for incidence** to establish criteria for a larger engagement or as stand alone data



**Snap shot of brand position** for benchmarking and KPIs; particularly for longitudinal assessment

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### Key Features

- Defined
  - » Coverage for US, UK, France, Germany, Italy, Spain and Nordic Coverage with Austria, Belgium, Denmark, Finland, Luxembourg, Netherlands, Norway, Sweden, and Switzerland
- Clear
  - » Receive guaranteed number of responses by medical specialty
- Easy
  - » Allows for up to ten questions in the desired markets to appropriate specialties
- Instant
  - » Receive real time access to results with field reports available from launch
- Fast
  - » Market dependent fieldwork closes as quickly as 24 hours post project submission
- Compliant
  - » Industry-leading ISO standards aligned with EphMRA, CASRO, BHBIA, Intellus, & Insights Association

### Country Coverage

- United States
- EU5
  - » France, Germany, Italy, Spain, United Kingdom
- Nordics and Central Europe
  - » Austria, Belgium, Denmark, Finland, Luxembourg, Netherlands, Norway, Sweden, Switzerland
- Coming Soon
  - » APAC, Latin America, India, Russia

### Available Medical Specialties

Instant Insight is currently available for a wide variety of medical specialties within the countries where we have coverage. Contact your representative for a detailed list.

### Comparison of Options

When the Instant Insight packaged service doesn't meet your needs, we also offer our Custom Insight solution.

#### Instant Insight

- Completed within a matter of days
- Available for max. 10 questions
- No screening criteria
- Offered for 14 countries
- Limited stakeholders
- Quantitative offering
- Value pricing

#### Custom Insight

- Completed in 7-14 days
- Survey question flexibility
- Screening beyond title available
- Global coverage
- Stakeholder flexibility
- Qualitative or quantitative offering
- Premium pricing