



THE EYE OF THE EXPERTS

my psyma!

client testimonial

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“Psyma is a company that I will absolutely work with everywhere I go.”

The Challenge

I was charged with implementing a market research program that encompassed an iterative series of qualitative projects regarding a novel pharmaceutical product under development. The desired outcome would provide valuable input to the global marketing team along with specific recommendations to my clients' advertising agency regarding overall content and format, as well as specific language for collateral materials.

This market research initiative was to be conducted through collaboration between two of the world's largest pharmaceutical companies. It required a research firm that could work well with the individual companies and, even more importantly, encourage and assist two organizations to act as one — where all communications, project decisions and market research could be accomplished as if it were one company.

We knew from the start that the specific issue under investigation was going to be quite complicated, so an iterative process was recommended. Specifically, we determined the first-phase interviews would be exploratory in nature, with clinical trial investigators, who discussed the trial protocol, its successes and challenges. Phase two would be with physicians naïve to the product. We would have to conduct detailed qualitative investigation, so all the people involved, especially the moderators, would need to have a good handle on the science. The moderators would have to possess the ability to ask the right questions, probe fully, determine which issues were consistent and sift through the data to deliver relevant and actionable results.

“Psyma made us feel that we were their only client.”



The PSYMA Solution

I hadn't worked with Psyma before. They were one of three companies that were asked to provide proposals for this project, but came highly recommended by my market research alliance counterpart. I had a good feeling about Psyma from the first meeting. They put a terrific team in place and built a close relationship with us, one that was consistent from project start to completion. They asked the right questions and made themselves part of our team. And their pricing was competitive and fair.

The Psyma team clearly appreciated the challenges that the first-phase exploratory work with clinical trial investigators posed. Their briefing sessions were thorough and involved all parties. They provided detailed instructions to the moderators, making certain that they knew enough about the science behind the product and how the trials worked to take the interviews where they needed to go and draw out the information we needed. Psyma did more homework than I ever expected, taking time to document every aspect of the project. They knew we needed more than just a broad overview, and they provided painstaking detail of every word, every sentence being tested.

Psyma managed the alliance beautifully, accommodating and anticipating the different personalities and styles of both companies with an incredibly professional approach. They were sensitive to the urgency of the project and flexible to changes in planning, timing and reporting. The deliverables were perfectly detailed. Nothing was missed. The feedback in their presentation gave us exactly what we needed. No question from the initial inquiry was left unanswered, and they were always reachable for questions and discussion.