

vaccine practice

An Ounce of Prevention

Vaccines have led to the near eradication of many once common diseases in western nations throughout the 20th century and have significantly increased life expectancy and reduced infant mortality in the developing world. Yet even with the widespread social consequences—and the potential for corresponding economic benefits—worldwide acceptance remains lower than optimal.



Psyma understands the complex social and economic systems associated with vaccine acceptance and use, including: 1) An under-informed public that is increasingly resistant to evermore complex childhood vaccination schedules and ambiguous about the need for adolescent/adult vaccinations and boosters; 2) A physician audience that worries about parent/patient acceptance, costs and storage needs; and 3) Payors who, while often "on board" with the idea of prevention, question overall economic benefits and lack the structure needed to ensure compliance at local, state and national levels.

Vaccine manufacturers face a unique challenge—how to make the true value of immunizations real to patients, parents, physicians, payors and government agencies. To serve your need for expertise, Psyma International offers a dedicated Vaccine Practice, led by industry veterans.

Our Approach

- In-house vaccine expertise with global reach: Our Global Vaccine Practice works through our offices in the US, Europe, Asia and Latin America to ensure that your critical business issues are addressed with consistently high quality. Local expertise adds flavor and depth to our global perspective and knowledge regarding immunization schedules and reimbursement
- Qualitative research moderated by in-house professionals with vaccine expertise: We have the resources in-house to design and conduct qualitative market research studies in the US, Europe, Latin American and Asian markets
- Personal attention by experienced professionals throughout the research process: Psyma International does not employ salespeople. Senior-level market researchers work directly with you from start to finish to ensure that your essential business issues are addressed, drawing on a broad range of expertise to ensure the most appropriate methodology to meet your research goals

**WHEN
GLOBAL EXPERTISE MATTERS
IN MARKETING RESEARCH**

offices in WESTERN & EASTERN EUROPE • ASIA • USA • LATIN AMERICA

Psyma International • PHONE 610-992-0900 • EMAIL info@psyma-usa.com • URL www.psyma-usa.com

Vaccine Expertise in:

CHILDHOOD VACCINATION

- Combination vaccines
- Influenza
- Boosters

ADOLESCENT VACCINES

- Cancer Prevention
- Meningitis

ADULT VACCINATION

- Influenza
- Boosters

TRAVEL VACCINES

PANDEMIC ISSUES

REIMBURSEMENT & PRICING

PAYOR ISSUES

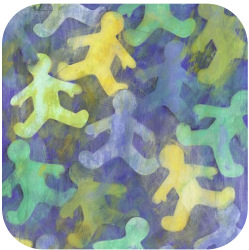
GLOBAL VACCINE RESEARCH

- North America
- South & Central America
- Europe
- Asia
- Australasia

Audience and Clinical Setting Expertise

Psyma International has successfully completed global vaccine studies with the following key target audiences:

- Pediatricians
- Nurses: pediatric and non-pediatric
- Primary care physicians
- Medical practice office managers
- Payor decision-makers
- Key opinion leaders
- Patients (parents)
- Media (science reporters)



Methodological Expertise

Psyma International offers a variety of approaches that are tailored to meet your research objectives:

Qualitative: In-person, telephone, online, online bulletin boards

- In-depth, one-on-one interviews, tele-depth interviews, focus groups, triads, dyads, ethnography/observational research, blogging

Quantitative: Online, online bulletin board, telephone

- Advanced analytics in support of Forecasting, Pricing, Positioning (e.g., conjoint, segmentation utilizing Bayesian and Latent Class analysis) and Longitudinal Tracking (i.e., ATUs)

Psyma Background in Healthcare

- The Psyma Group has been dedicated to primary marketing research since 1957 and currently has operations in North America, Latin America, Europe and Asia
- Our first healthcare division was established in 1965 in Europe and quickly broadened to offer global strategic services. Our US-based healthcare division was founded in 1997 to offer both global and domestic research services to our clients
- Our global healthcare team is comprised of highly experienced and specialized consultants, dedicated to meeting your most challenging custom qualitative and quantitative research needs
- Our extensive client list includes most of the world's leading pharmaceutical, vaccine and biotech firms

Contact

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