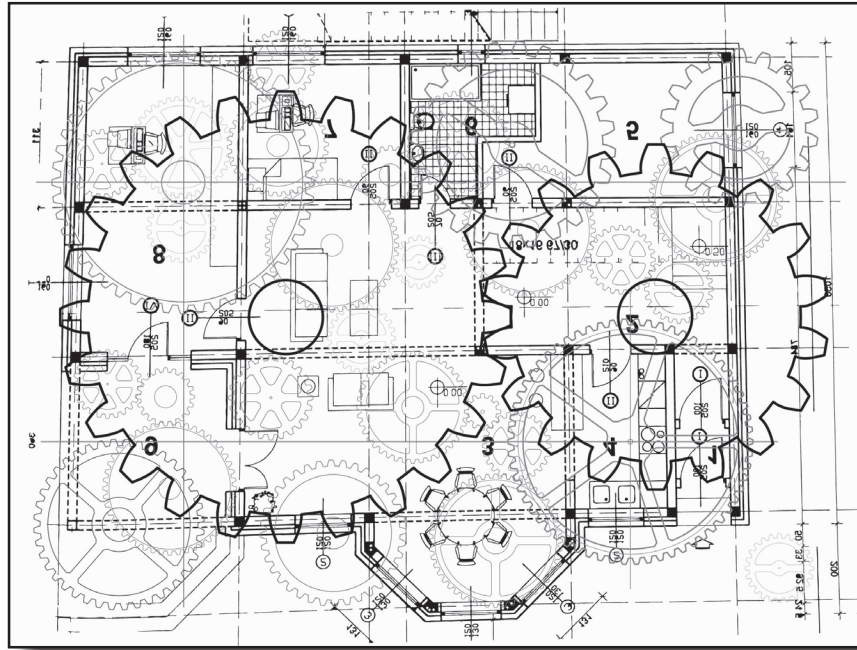


# Healthcare Insight Architects



**Delivering Insight...**

■ **Discovery** ■ **Prediction** ■ **Explanation** ■ **Transformation**

**...By Design**

## Our Clients Span The Health Services Industry

- Device and Equipment Manufacturers
- Pharmaceutical and Biotech
- Insurers
- Professional Associations
- Patient Advocacy Groups

## We Have Broad Therapeutic Experience, With Expertise In

- Respiratory
- Urology
- Women's Health
- Oncology
- Orphan Diseases
- Neuroscience
- Surgery

## We Offer Research Solutions For Your Business Challenges

- New Product/New Service Profile Optimization
- Demand Estimation and Forecasting
- Opportunity Identification and Prioritization
- Pricing Strategy
- Brand Positioning
- Customer Satisfaction and Loyalty

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## Global Experience

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We provide market intelligence in both developed and emerging markets.

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### We engage with your target markets using both traditional and on-line approaches

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- Online ethnography
- Online survey research
- Online qualitative bulletin boards and real-time chat
- In-person focus groups and in-depth interviews
- Telephone and mail survey research

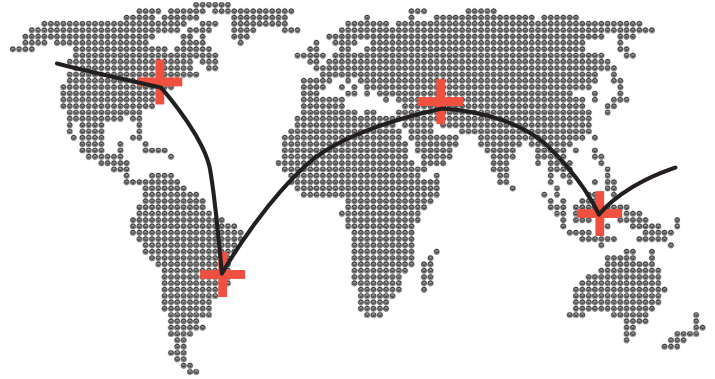
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## Our Research Solutions

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KJT Group's evidence-based research and consulting solutions focus on three key areas:

- **Individual Product Life Cycle** - From development to maturity your product or service will face significant challenges. Our solutions fit each stage of this life cycle and will inform your strategy.
- **Portfolio Optimization** - Whether it involves identifying the best brand extension, managing brand perceptions or finding the niche segments for different offerings in your portfolio, our solutions help you maximize return.
- **Corporate Solutions** - We offer a variety of proven solutions for managing customer satisfaction and loyalty, corporate branding, corporate reputation, and innovation.



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## About KJT Group

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KJT Group was founded in 2007 to provide our clients with the competitive advantage that comes from best-in-class research and superior market intelligence.

We have the knowledge and experience to provide innovative, practical solutions tailored to your research and market intelligence needs. Our senior professionals are recognized thought leaders in survey methodology, advanced analytic techniques, and health policy and economics.

As a KJT Group client, you will have a dedicated team of professionals that understands your unique business challenges. We believe that every successful engagement begins with a deep dive into your business problem. Leveraging our market experience, we work closely with each of our clients to design the best insight solutions for their business needs.

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## CONTACT

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For more information about our offerings or to talk to a Senior Research Consultant, contact:

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