



## **M3 (EU) Ltd. t/a M3 Global Research**

101 Park Drive, Milton Park  
Abingdon, OX14 4RY

Holds Certification Number: 1002

And operates a Research Process Management System in compliance with **ISO 20252:2019**.

### **Statement of Applicability - Effective 28 April 2023**

M3 USA, Inc., including M3 Global Research, QQFS, m360 Research and Ekas ('M3') is a market, opinion, and social research organization which operates panels of healthcare providers in the US, Asia, Europe and Australia and provides market research recruitment and support services available to the industry reaching respondents in more than 70 countries worldwide.

The panels operated by M3 Global Research, QQFS and Ekas are branded "M3 Global Research". The panel operated by m360 Research is branded "m-panels". M3 provides data collection and project management capabilities that cover the spectrum of quantitative and qualitative techniques utilized today. M3 services incorporate all advanced statistical and attitudinal methodologies allowing clients to provide world-class offerings and support services to their end-client customers throughout multiple industry sectors. Beyond healthcare providers, M3 Global Research creates and maintains relationships and panels of patients, caregivers, and general consumers.

M3 has elected to include sampling including access panels, fieldwork, self-completion and data management and processing to be attested to this document in accordance with Annexes A, B, E and F. Details of M3 attested annexes are described on the following page.

**Original Date: 1 February 2011**

**Latest Issue Date: 30 April 2023**

**Expiration Date: 29 April 2026**

**CIRQ Managing Director**





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|                                            | REP              | ATTESTED | EXCLUDED | EXPLANATION                                                                                                                                                                                                                                                                                                                                                                                                                         |
|--------------------------------------------|------------------|----------|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Annex A - Sampling including access panels | Elsa Andersson   | X        |          | M3 owns and manages a non-probability access panel comprised of members who have consented to be members for the purpose of participating in market research data collection activities.                                                                                                                                                                                                                                            |
| Annex B - Fieldwork                        | Elsa Andersson   | X        |          | M3 offers data collection services using fieldwork methodologies. Fieldwork methodologies include face to face interviews, telephone interviews, screening of research participants over the phone and qualitative research methodologies that do not consist of the respondent self-completing a questionnaire.                                                                                                                    |
| Annex C - Physical observation             |                  |          | X        | Does not provide this service                                                                                                                                                                                                                                                                                                                                                                                                       |
| Annex D - Digital observation              |                  |          | X        | Does not provide this service                                                                                                                                                                                                                                                                                                                                                                                                       |
| Annex E - Self completion                  | Elsa Andersson   | X        |          | M3 offers clients data collection services using self-completion methodologies including online questionnaire, diary studies, online pre-test interviews as well as online follow-up interviews.                                                                                                                                                                                                                                    |
| Annex F - Data management and processing   | Vijaychandra Pai | X        |          | M3 provides data management and processing services. The services provided are project-specific and encompass coding, and provision of data tables. For provision of these services, M3 partner with specialized agencies. Data tables are created by M3's vetted partners using primarily Quantum and to a lesser extent MERLIN. For internal checking of data and of data tables, M3 use Microsoft Excel and IBM SPSS Statistics. |

