



M3 GLOBAL RESEARCH

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## Agile Research:

Deliver Business Intelligence in 48-Hours

# Speaker



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*M3 Global Research*

# YES!

## You can conduct research in 48-hours!

# | Agenda

- Is there a need for agile research? **YES!**
- What are the basics required to deliver agile research?
- How can we be agile with today's compliance requirements?
- Is it value for money?

# | Is there a need for agile research?

# YES!

There has always  
been a need for  
agile research



Quick  
Information



Prep  
for Strategy



Answer  
Questions



Facilitate



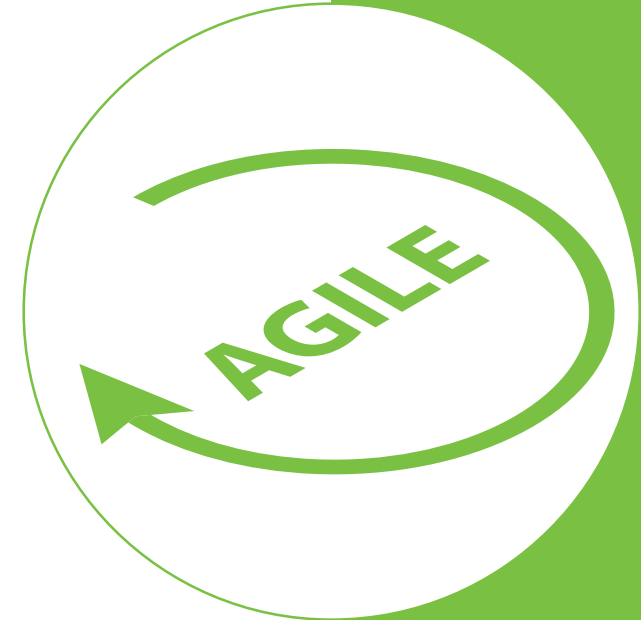
Feedback



New Policy

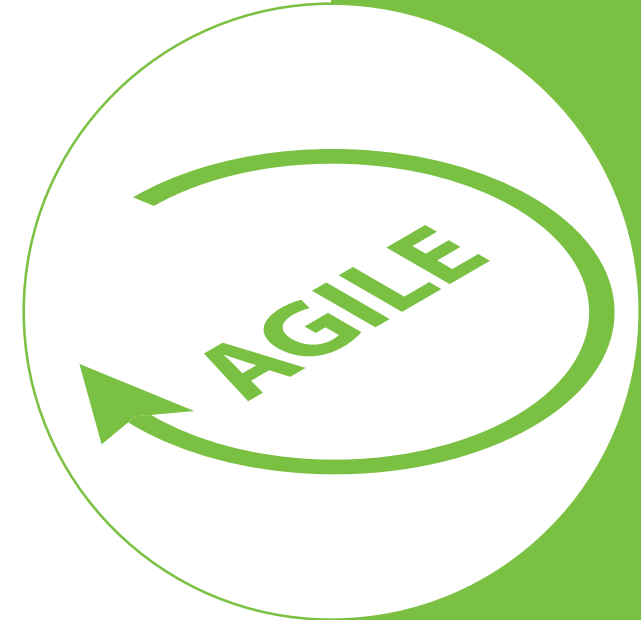
# Basic Requirements to Deliver Agile Research

- Large panel of profiled HCPs so feasibility can match the required number of respondents
- Capability to deliver between 15-50 respondents over two days
- Ability for companies to self-launch or have a managed approach
- Understanding there needs to be a limit on questions and time an HCP will devote to this service (short studies with 5-10 questions are ideal)



# Basic Requirements to Deliver Agile Research

- Project team that understands 48-hours means 48-hours
- Ability to programme and launch quickly—without compromising GDPR and other compliance requirements
- Pricing that reflects short studies, smaller samples, etc.
- Delivery easily utilised by the end-user (including tables, charting, and exporting options within the data file)



# How to Be Agile with Today's Compliance Requirements

This is where things can get complicated

- Template queries and types of questions
- Treat as competitor intelligence
- Treat as business development
- Have compliance sit with you and vendor to discuss what you are trying to achieve, why, and agree how it can work with agile research
- Work with a company that can project manage and handle compliance issues
- Position agile internally – it may not be 48-hrs for your company but 5 working days may be a win



# Is it Value for Money?

# YES!

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# Next Webinar

*Agile Research in Action*

15 October 2019 | 10am ET / 3pm BST

Presenter: Tim Dungey



Additional questions?  
Contact: [marketing@usa.m3.com](mailto:marketing@usa.m3.com)

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# THANK YOU

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