

Why Metron Medica

Metron Analysis

- ✦ The Leading Greek Independent MR Agency
- ✦ Ranked Top in terms of Awareness & Reliability
- ✦ Experienced Client Service and Field Researchers
- ✦ Wide Range of Therapeutic Fields
- ✦ Both OTC and Prescription Markets
- ✦ All Stakeholders involved in Healthcare
- ✦ Targeted Methodologies

| | |
|-------------------------|-------------------------|
| GPs Specialists | Pharmacists |
| Opinion Leaders | Authorities |
| Patients & Associations | Beauty/ Wellbeing Profs |
| Nurses | The Public |

Building on the scientific competence and know-how of Metron Analysis' people, **metron medica** aims to provide *reliable, quality* and *strategy oriented* research services to address the research needs of the broader Pharmaceutical Industry.

Therapeutic Fields

Dermatology - Plaque psoriasis - Alopecia - Atopic Dermatitis - Acne - Cardiovascular - Hypertension - Dyslipidemia - Diabetes - Atrial Fibrillation - CNS - Depression - Bipolar Disorder - Multiple sclerosis - Schizophrenia - Peripheral Neuropathic Pain - Rheumatoid Arthritis - Men & Women Health - Contraception - Osteoporosis - Erectile Dysfunction - Menopause - Sexual performance - Gastro-intestinal - GERD - Constipation - Colitis - Crohn's Disease - Oncology - Infections - Urinary tract infections - Pneumococcal Disease - Vaccination - Biological therapy - Consumer health - Infant nutrition - Sun protection - Food supplements - Obesity - Oral Health

Services

- ✦ **Market Measurement Surveys:** market size and structure identification
- ✦ **Concept /New Products Tests:** pre-launch studies, 4Ps likeability
- ✦ **Prescription Audits:** ad hoc or tracking surveys, prescription patterns and patient flow
- ✦ **Communication Evaluation:** disease awareness campaign evaluation, medical visit message & ad recall studies
- ✦ **Usage & Attitudes:** usage patterns and attitudes towards products and treatments
- ✦ **Sales Force Evaluation:** medical or sales reps visits quality evaluation, sales force image
- ✦ **Segmentation & Targeting:** screening, target group identification and maximization of targeting
- ✦ **Distribution Quality Control:** investigation of quality issues in the distribution process
- ✦ **Data Management & Biostatistics:** power & sample size determination, statistical analysis consultancy during CRF design, data entry, statistical analysis & reporting
- ✦ **Brand Image & Positioning:** mapping of key brand differentiating characteristics, positioning relevant to competition
- ✦ **Corporate Equity Studies:** image and positioning at corporate level, social responsibility
- ✦ **E-health:** new technologies applications in healthcare services, e-prescription, e-detailing
- ✦ **Social welfare:** quality of life and public health issues, adverse event reporting
- ✦ **Motherbus:** omnibus survey in mothers of children 0-12 years old



METRON ANALYSIS

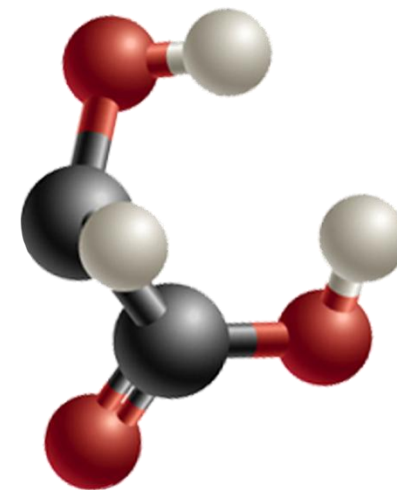
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METRON ANALYSIS



Quantitative
CATI, Face to
Face, Web, Door
to Door, Diaries,
Omnibus

Qualitative
In depth
Interviews,
Focus Groups

metron medica

Contact

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