



Healthcare Research Solution in Greater China

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❖ Info-China

- Founded in 2006, headquartered in Beijing
- Branch offices in Shanghai, Chengdu and Hong Kong
- ~ 30 full-time professional employees
- Local resources and competitive global research experience, providing top class, full service market research and data collection services
- Strict quality control
- Scientific approach using the latest advanced methodologies and utilities
- ESOMAR professional and ethical standards are company policy





Healthcare Interview Capability

❖ What sets Info-China apart?

- Healthcare-focused research company
 - Healthcare studies make up 50%-60% of revenues
- One of the largest, online-based healthcare research companies in China
 - Able to conduct 15-20 online studies simultaneously
 - 1,000 projects to date
 - Extremely large and diverse panel of physicians
 - Fast fieldwork
- Extensive experience of qualitative studies
 - Senior researchers
 - Most studies are conducted by telephone to minimize cost and time
 - Top class translation
 - One-way mirror, FocusVision-enabled facility
- Wide coverage of Greater China area

Online Study Examples

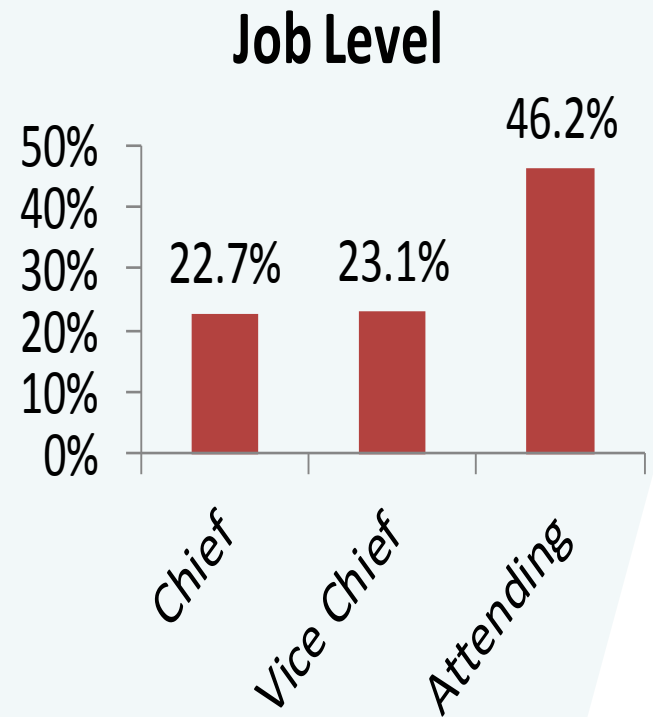
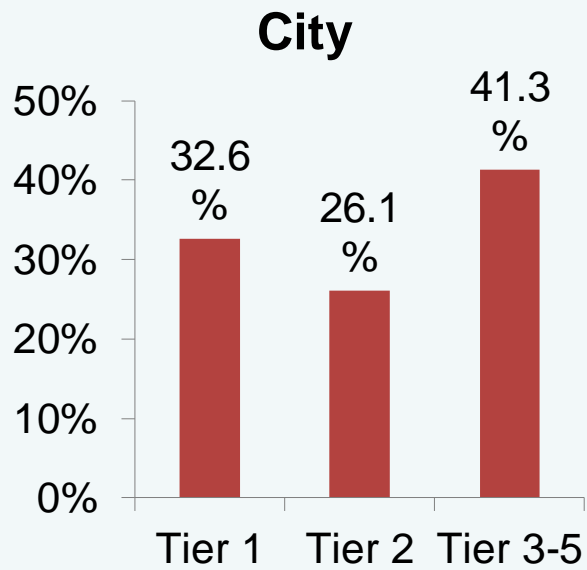
Study	Description	Country
COPD	To understand how physicians treat COPD, the golden therapy, trends and their opinion on 2 new product concepts	China
Chronic Pain	To understand the treatment of common chronic pains such as osteoarthritic, diabetic neuropathic and chronic lower back pains	China
Peacock	To understand the intention of procurement managers towards new breast biopsy equipment	China
Alzheimer's	To evaluate the commercial opportunity for a new product designed to treat mild-moderate Alzheimer's Disease, as well as prodromal Alzheimer's Disease (AD), and introduce a new biomarker to predict AD or prodromal AD	China
Nexavar	To understand physicians' awareness of Nexavar's efficacy and side-effects in treating various cancers	China
Oncology Procedures	To interview interventional radiologists performing therapeutic oncology procedures to explore their unmet needs when determining a treatment plan for an oncology patient or performing an image-guided therapeutic oncology procedure	China
Metastatic Colorectal Cancer	To obtain patients records from medical oncologists and oncs surgeons who prescribe drugs to patients	Taiwan, China
Ophthalmologists	Study the use of intraocular lenses in presbyopia-correcting procedures, brand use and unmet needs	China
AV Stent Forecare	To study stents used in PCI procedures - the types of stent the physicians are using, BES or DES, when they are used, the brands, who makes the brand decisions	China
SCCHN	A patient record study to understand the treatment of locally advanced SCCHN patients. The target audience was Oncs	China
Eye Care	A study of contact lenses: the brands that respondents suggest to patients; a concept test, and an ad test	China, HongKong, Taiwan
KOL Identification	To collect KOL's information amongst physicians and senior physicians, in the field of infection control	China
Dentists	A study on dental implants, brand use, awareness, and product attributes preference	China
Lab Director	To understand the use of label-free, biosensor applications in labs, such as coupling/capturing approaches; how sample analyses are conducted; in house or outsourced; small molecules vs. large molecules; and purchasing intentions	China
HPV	To understand the management of HPV vaccine including brand - Cervarix vs. Gardasil - and a new product profile test	Taiwan
Dermal Filler	To understand the inject filler's usage amount, market share and awareness of new products in development	China, Taiwan
Midwives	New concept study of a maternal and infant nutrition product	China

Online Study Examples

Study	Description	Country
Nurses	To understand nurses' working environments, psychological burdens, and their satisfaction with their	China
Vascular Surgeons	To understand their salary structure of vascular surgeons, whether it is fixed or related with number of surgeries they conduct and trends	China
Anesthesiologists	A study of vaporizers used in anesthesia machines, anesthesiologists' satisfaction, awareness, and a new concept test	China
Breast Cancer	To understand physicians' perceptions and experiences with suppliers of medical devices and diagnostic equipment used to diagnose, treat and monitor breast cancer	China
Hemodialysis	On In-Center Hemodialysis equipment, to understand market share, attribute importance and purchase processes	China
ACS	On secondary prevention of ACS, to understand the patients' load/patient type (with other risks) that physicians are treating, physicians' awareness of new treatments, evaluation of current therapies, and an evaluation of a new product	China
Gastroenterologists	To understand the drivers that promote new biologics for treating Crohn's Disease and Ulcerative Colitis to get market access approval	China
DLBCL	A study of third-line treatment for Diffuse Large B-Cell Lymphoma patients to understand current therapies and attributes importance (a conjoint exercise)	China
Dyslipidemia	To understand current treatments for dyslipidemia, e.g. which statins are used, and if Aspirin is used in combination.	Taiwan
Materials Managers	A study of IV site and wound care dressings products, brand awareness including 3M Tegaderm, Smith & Nephew IV 3000 and a new product profile test	China
Haematologists	A patient record study of patients suffering Sickle Cell Anaemia, Betathalasemia or MDS myelodysplastic syndromes and the usage of Iron Chelation	China
Traditional Chinese Medicine	To understand physicians' perception of Traditional Chinese Medicine, if they are prescribing to patients, the reasons, in which line and barriers	China
Pathologists	On lab equipment such as tissue processor and IHC stainers, brand awareness including Leica, Thermo Fisher, Dako and purchase intentions	China
Ultrasound Devices	A study of usage habits such as the type of exams being performed - general, cardiac or OB/GYN, the devices used; the image parameters most often used; the use of annotation/report labels/body markers	China
NICU	To gather the respondents' opinions and insights into the care practices, usage, budgets and future growth of supplies and equipment used in NICU. To better understand the needs of the NICU and help clients developing future products and services.	China
Lab Managers	To understand the process of how labs collect specimens, e.g. shipment methods, IT systems, how patient IDs are matched, what is done with containers before arriving at the Lab such as tube mixing or	China
Diabetes	To understand the respondents' opinions about nutritional products to help manage diabetes, their reaction to 5 unique brands and a new product test	Taiwan

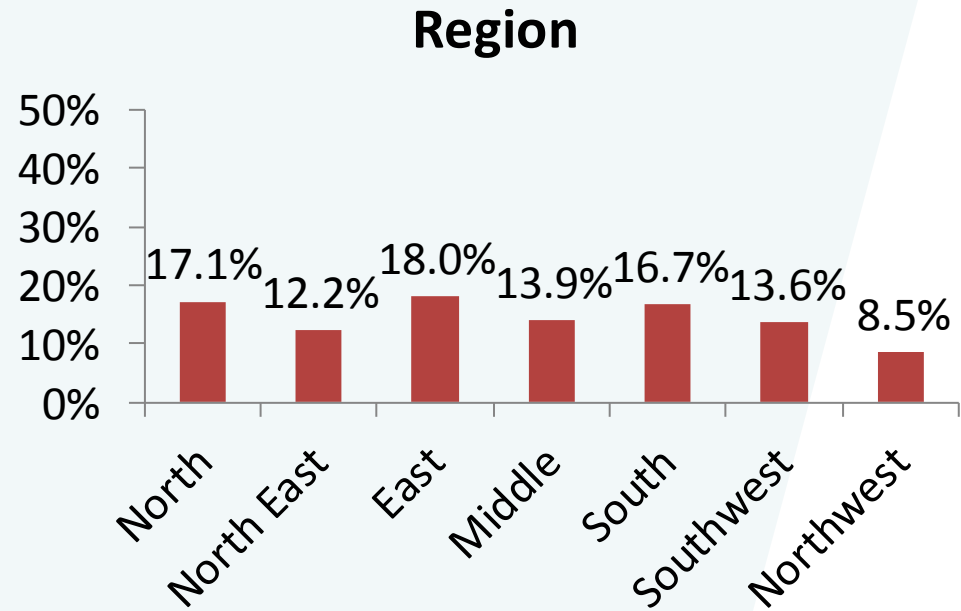
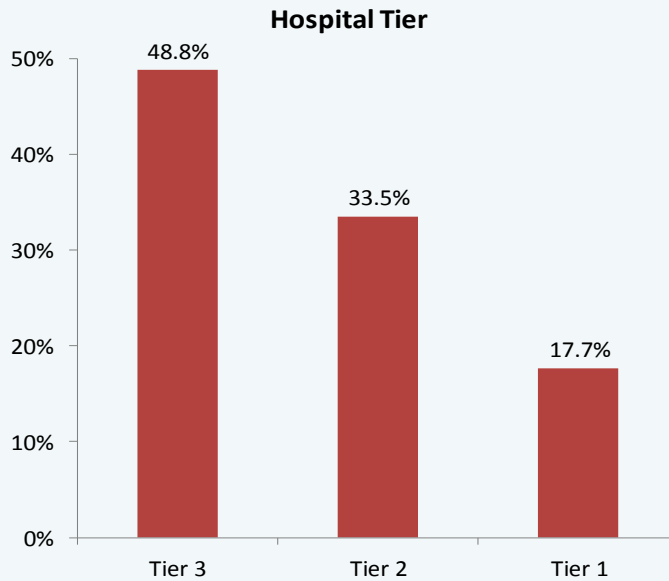
Physician Panels

- ❖ Info-China has built an Physicians Access Panel of over 200,000 doctors and nurses



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The Management of Panel

- ❖ Recruiting
 - Info-China was strategic partner of China Pharmaceutical News, the largest and the most well-known industrial newspaper nationally for which Info-China did the initial recruiting
 - Info-China has relied on its in-house recruiting team
- ❖ Avoiding duplicate recruiting
 - Info-China uses the doctor's certification ID as its internal ID
- ❖ Ensuring that the panelist is active
 - Info-China sends a link to each panelist and interacts with each panelist at least once every 12 months
- ❖ Protecting panelists' privacy information
 - Info-China stands by ESOMAR's Code on Market and Social Research and strictly protects every panelist's privacy information

Researchers

❖ Stephen Hu

- *Director*
- *Age: 37*
- *Education:* Master of Economics, majoring in Statistics, Beijing Economic and Trade University
- *Work Experience:*
 - 2001.1 – 2003.1, IPSOS (China) Marketing Research, Research Manager
 - 2003.3 – present, Info-China Marketing Research Co., Ltd., Director Client Service & Research
- *Specialty:* Quantitative and quantitative. Stephen is research director of Info-China, excellent in communicating with clients and understanding their requirements
- *Qualifications*
 - 2003.3 – present, representative in Greater China for Sawtooth Technologies Inc. as a consultant to all application users of Sawtooth CATI software in China, Hong Kong, Taiwan and Singapore



Researchers

❖ Sally Bian

- *Team Leader, Project Manager, Moderator*
- *Age: 29*
- *Education:*
 - 2006 – 2010, Foreign Language Dept. Nankai University, majoring in English; Bachelor of Literature;
- *Work Experience:*
 - 2011.1 – present, Info-China Marketing Research Co., Ltd.
- *Specialty:* Sally is experienced in managing qualitative research such as IDIs, FGDs, TDIs, Ethnographies. She is often responsible for communicating with clients for briefing/debriefing and understanding the clients' requirements, responsibly and responsively. She is responsible for briefing recruiters or moderators, translating discussion guides and screeners, auditing English transcripts, and report writing. (Info-China can cover both summary reports and full reports). She is also a moderator when needed and has moderated hundreds of IDIs or TDIs.



Researchers

❖ Jane Ling

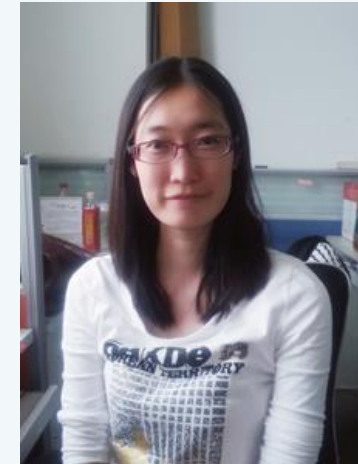
- *Senior Project Manager, Moderator*
- *Age: 30*
- *Education:*
 - 2008.9-2012.6, South-Central University for Nationalities,
 - majoring in English; Bachelor of Literature
 - *Work Experience:*
 - 2012.7 – present, Info-China Marketing Research Co., Ltd.
 - *Specialty:* Jane is excellent in managing both qualitative and quantitative studies. She controls quantitative studies such as on-line studies and is especially adept at team building and problem solving. She is also a project manager and bilingual moderator for qualitative studies. Jane has moderated hundreds of TDIs and IDIs, and excellent in communicating with clients in English.



Researchers

❖ Joana Wang

- *Moderator*
- *Age:* 35
- *Education:*
 - 2001-2005, Hebei Agricultural University, majoring in International Trading; Bachelor of Economics
- *Work Experience:*
 - 2006.9 – present, Info-China Marketing Research Co., Ltd.
- *Specialty:* Joana is the most experienced moderator at Info-China for healthcare studies, having moderated hundreds of IDIs and TDIs, and dozens of FGDs and is familiar with various specialties and related treatments. She has worked for many well-known pharmaceutical clients such as Abbott, AstraZeneca, GE, GSK, Johnson & Johnson, MSD, Pfizer, Roche and Taketa. She is praised and recognized widely by clients' product development, marketing and sales departments.



Qualitative Study Examples

Study	Description	Country	Method
Dermatologists	To understand the management of dermatological conditions, especially the treatment of axillary skin condition such as excessive sweating, axillary post-inflammatory hyperpigmentation, their prescription or recommendation including whether they prescribe deodorant/antiperspirants	China	TDI
Prostate Cancer	To understand the diagnosis and treatment of prostate cancer, especially for 4 patient subgroups (Neoadjuvant, M0/nmCRPC, M1 hormone naïve and mCRPC), plus a new product profile test	China	IDI in facility
Renal Anemia	To understand physicians' experiences and unmet needs in managing patients with anemia and chronic kidney disease	China	TDI
Ulcerative Colitis	To understand the physicians' perceptions of UC: current patient clinical pathways; current product perceptions and unmet needs; and new product assessment	China	TDI
NSCLC	To understand physicians' opinions about tests, diagnosis, treatment and a new product test of TKI for NSCLC EGFR M+ patients	China	FGD
GEJ Tumours	To understand pathologists' roles, responsibilities, involvement in gastric cancer diagnosis, biomarker testing and companion diagnostic selection (lab capabilities, perceptions of current options, and platform selection)	China	IDI in facility
IgA Nephropathy	Assess a blinded profile of IgA protease (IgAP); assess endpoints and their minimal and optimal levels; understand what endpoints will drive utilization of IgAP and what would be needed to displace ACE and ARBs as a first line therapy	Taiwan	TDI
Liver Cancer	To understand the hepatocellular carcinoma patient population and market. The focus was on 4 major areas: epidemiology & segmentation; current HCC treatment; unmet Needs; future treatment; and the scientific trends guiding future research and development in HCC as well as to understand the broad trends in HCC.	China	TDI
Multiple Myeloma	To understand the current treatment for multiple myeloma treatment, establish key clinical, economic and humanistic value drivers for a new product and optimize its value story	Taiwan	TDI
Lymphoma Test	To understand the current use and trends in the adoption of companion diagnostics for oncology and diagnostic work-up and utility of CD30 tests for non-Hodgkin lymphoma patients, with a focus on cutaneous T-cell lymphomas (CTCL), mature T-cell lymphomas (MTCL) and anaplastic large cell lymphoma (ALCL) through interviews with lab directors and pathologists	Singapore	TDI
ADPKD	To understand patients' health concerns with Autosomal Dominant Polycystic Kidney Disease (ADPKD) and caregivers' Quality of Life concerns	China	FGD

Qualitative Study Examples

Study	Description	Country	Method
Imaging Systems	To understand how biplane X-ray imaging systems are currently being used, determine the mix of clinical procedures performed using biplane X-ray imaging systems and identify the most important needs, expectations and pain points with existing systems for each type of procedure	China	TDI
Systemic Lupus Erythematosus	To understand the current management of Systemic Lupus Erythematosus and Lupus Nephritis(SLE/LN) and expectations for future treatments, including current treatments, satisfaction with those and a new product test for moderate to severe SLE/LN	China	TDI
Rheumatology	To understand the axial SPA and AS patient populations and treatment patterns and the similarities and differences between non-radiographic axial spondyloarthritis and AS, providing insights on the patient journey for Non-Radiographic Axial SpA & Ankylosing Spondylitis as well as to assess a new product profile	China	IDI in facility+TDI
Stent	To interview the current users of a well known brand and test safety test taglines for a new generation product	China	TDI
Device Testing	To have surgeons operate a device prototype, understand their opinions and how to improve the device	China	IDI in facility
Tissue Adhesive	To understand how tissue adhesives are used, the top 5 procedures they are used for, with which other closure techniques, and the purchase decision-making process and the usage trends	Taiwan	TDI
Cephlomedullary Nail	To understand respondents' unmet needs, show a new product profile, understand how the new product can meet these needs. To create a compelling and strong name that fits well with the brand's positioning	China	TDI
Gout	To understand the diagnosis and therapies for Gout/hyperuricemia and the challenges in treating patients especially for refractory chronic gout patients, eg. some patients are contraindicated to urate lowering therapies	China	TDI
Molecular Diagnostics	To understand the reimbursement of MDx, and the drivers may impact the adoption or access to oncology diagnostics.To understand the reimbursement of the test to determine branded drugs treating Chronic Myeloid Leukemia (CML).	China	TDI
Diabetes	To understand the patient journey, the challenges the patient may face when accessing healthcare services or finding information such as a diet with reasonable carbohydrates. To understand the challenges that physicians face in treating and educating patients, including screening potential patients at an early stage	China	FGD
High Triglycerides	To understand the diagnosis and treatment of hypertriglyceridemia/high triglyceride, the advantages and disadvantages of therapies such as statins, fibrates and niacin and whether Omega-3 is prescribed. A new product profile for Omega-3 was tested.	China	TDI



Top class of translation

❖ Questionnaire translation

- Questionnaire translation is the foundation of accurate research
- It involves considerable professional input
- To ensure the interviewee can understand the questions thoroughly, Info-China:
 - Actively communicates with the client on the exact meaning of the questionnaire, based on the professional knowledge of researchers
 - Is supported by a group of industry experts, drawn from respondents
 - Conducts pilot interviews

❖ Simulation translation

- Info-China uses experienced simul-translators

One-way Mirror Facility

- ❖ Permanent FocusVision equipment, for web-streaming at any time
- ❖ Fiber to the office, for stable and fast Internet access



Pharmaceutical Sponsor Info-China has worked for



AstraZeneca



GE Healthcare





For more information
www.info-china.com.cn

