WHO ARE SCR?
Smart Connect Research is an experienced team based in London, specialising in multi-country, complex work. We are known for developing strong relationships with our clients to deliver global, multi-modal data collection and facilitate our client’s operations and fieldwork management. We ensure our client’s expectations are met effectively at all times and provide peace of mind on delivery.
Smart Connect Research was set up in 2016 by our Founder and CEO, Felipe Parker, who saw that suppliers were struggling to reach certain audiences, despite persistent demand from clients. He saw an opportunity to create a different kind of fieldwork and operations company, which focused on connecting with high value, hard to reach respondents in a smart, and agile way.

At SCR, all the senior leadership has extensive contact centre backgrounds and years of experience engaging with hard to reach audiences. They wanted to develop a different approach to Fieldwork, built around a 21st century technology and world-class Executive Interviewers. One that 100% specialized in recruiting C-suite executives, healthcare professionals, Financial Services Leaders and Industry Experts from around the world.
OUR BUSINESS MODEL

Provide End-to-End Operational Solutions

Specialists in Complex Work
(low incidence audiences, emerging markets, complex logic and reporting requirements)

Partnership Account Model
MARKET RESEARCH PROJECT LIFECYCLE

Client Expertise
Brand and Communications, Innovation, Stakeholder management, Segmentation Qualitative, Full Service

SCR Expertise
End-to-end Operations, Solutions, Quantitative & Qualitative, Global access to hard-to-reach audiences, International / Emerging Markets, Online & Offline Data Collection

Problem Definition
Methodology & Survey Design
Sample Sourcing
Survey Programming
Data Collection
Verbatim Management
Data Mgmt. & Validation
Custom Reports & Data Exports
Report Writing & Presentation
Data Analysis
ADVANTAGE OF OUR APPROACH

Centrally Managed EIC, Quality Assured

CLEAN DATA
SCR works as an extension of our client’s business

Organizing people and processes to fit the needs of individual clients

Efficient use of resources and focus on strengths to develop best practices

SCR’s experience and expertise penetrates client’s business

Less client time spent on operational activity
WHAT WE DO
OVERVIEW

Supply “End to End” operational services to the market research sector.

Employ a key account strategy focusing on complex work in the B2B, Financial Services and Healthcare sectors

Combine local expertise close to respondent with service delivery from London

Combination enables best of both worlds - high quality and comprehensive coverage

<table>
<thead>
<tr>
<th>Research &amp; Reporting Capabilities</th>
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<tbody>
<tr>
<td>Programing &amp; hosting</td>
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<tr>
<td>Custom Programming</td>
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<td>Blended Sampling</td>
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<td>Translations</td>
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SCR has multisector expertise, with a strong track record accessing the following core audiences.

<table>
<thead>
<tr>
<th>Corporate C-suite</th>
<th>Healthcare</th>
<th>Financial Services</th>
<th>Experts</th>
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<tbody>
<tr>
<td>CEO, COO, CIO, CFO, CMO, EVP, SVP</td>
<td>Doctors, Nurses, Allied Healthcare Professionals, Hospital Administrators, Pharmacists, Dentists, KOLs, Payers, Lab Directors</td>
<td>Hedge Funds, Private Equity Traders, Institutional investors, Auditors underwriters, Risk assessors, Investment Bankers, Fund Managers</td>
<td>Scientists, Engineers, Lawyers, Teachers, Academics, Journalists, Government, Trade Unionists</td>
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60+
Countries covered with our footprint of data collection services

RESEARCH METHODS COVERED

- CATI
- TDI
- IDI
- CAPI
- Recruitment
- Online Community
- Focus Groups
- Diary
- Ethnography
Recruitment
all applicants must pass a rigorous application process which includes reading, transcription and aptitude testing

Training
all trainees complete a fully assessed modular training program that focuses on high response rates quality of delivery

Quality
our interviewers are assessed through a consistent observation program and are incentivised for their overall quality scores

Performance
sophisticated KPI reports highlight high-achievers and those in need of a little coaching

Project
our project managers have total control of quality, efficiency, budget and performance
PROJECT SETUP

SURVEY DESIGN

Draft Survey
- Rating scales
- Skip pattern
Survey length, Multi Country, Multi Lingual surveys, Flash enabled Interactive surveys

PROGRAMING

Script Checking
Online Survey
Tools:
- Confirmit, NEBU, etc.

Offline Survey
Tools:
- InVADE with 100% recording
- B2B & B2C

ENGLISH LINK APPROVAL

TRANSLATIONS APPROVAL

TRANSLATION

- We offer 38 number of common languages
- We have covered European, MENA and Asian languages
- All translators validated and rated regularly
- Translators selected based on industry knowledge
- We can cover specialist areas – Health, Financial Services, Science and Engineering

OVERLAY

READY TO LAUNCH

CLIENT SENT QUESTIONER
QUANTITATIVE PROJECT PROCESS

1. Leveraging a full range of sampling methods
2. Client share links
3. Client's briefing
4. Internal briefing
5. Soft launch data checks
6. Final data quality checks
7. Deliverables, quality assured
8. Client debrief
QUALITATIVE PROJECT PROCESS

1. Project commencement
2. Moderator briefing
3. Translation of materials
4. Pre recruitment
5. Confirmation of interviews
6. Conduct fieldwork
7. Transcripts reporting
8. Client debrief
DATA DELIVERY

1. Data Cleansing and Processing
   - Data Entry (Paper/Scanned Surveys)
   - Open End Coding (Ascribe, Excel)
   - Transcription (for Qualitative IDI’s and Focus Groups)
   - Data Validation and Cleaning
   - Tabulation (SPSS, Quantum, etc.)

2. Data Analysis
   - Content Analysis (Qualitative) Modelling
     - Brand and Consumer
     - Market Mix
     - Price
     - Segmentation and Targeting/Forecasting

3. Charting and Reporting
   - Graphs and Charts
   - Creating new as well as basis hand drawn client requests
   - Automated/ Macro Driven Presentations and Reports (PowerPoint, PDF, Word) / Story board Creation
**Stage 1:** Screener delivery

**Stage 2:** Programming and translations

**Stage 3:** Client link check

**Stage 4:** Briefing

**Stage 5:** Soft launch

**Stage 6:** Soft launch data checks

**Stage 7:** Full launch

**Stage 8:** Interim data checks/delivery

**Stage 9:** Final quality control

**Stage 10:** Final data delivery

*Based on a 3 weeks fieldwork.*
WHY WE’RE DIFFERENT
SCR EIC DIFFERENTIATORS

**Traditional Call Centres**

- Primary focus on targeting consumers or small businesses
  - Typically young college kids
  - Low pay competing with retail, fast-food chains, etc
  - Focused on production rates
    - Dial through sample
    - Low response rates
  - Usually perceived as sales/marketing calls
  - Typically, regional/local coverage
  - CATI (telephone only technology)

**SCR EIC experience**

- Specialize in targeting executives
  - Small universe sizes with limited sample availability
  - Mature & experienced, many with professional experience in specific industries
    - Higher pay
  - Focused on creating a positive experience for the respondent
  - Building a relationship with the respondent
    - Appropriate incentives
  - Global solution
  - Multi-modal technology (allowing respondent to select the preferred methodology)
By tailoring our approach to each market we are confident to meet your MR needs in ~60 countries.

Research needs outside these 60 markets, would need to be reviewed on a case by case basis.
WHAT MAKES SCR DIFFERENT?

Built for speed, rapid turnaround without jeopardizing quality

Excellent response rates with difficult target audience such as: C-Suites, Key Decision-Makers, Opinion Leaders, Specialists, Financial Professionals & Niche consumers

Global coverage from our London-based executive interviewing centre, we interview in over 50 countries covering all major world languages with native language speaker

A single source for qualitative and quantitative B2B & healthcare hard to reach data collection services

Quality Assured – All our executive interviewers are IQCS trained, and monitored by trained staff with the requisite local language skills.
HEALTHCARE CAPABILITIES
THERAPY AREAS/PROCEDURES

- Anti-hypertensives
- Anti-hyperlipidemic
- Diabetes
- Anti-fibrinolytics
- Anti-coagulants
- Anti-Rheumatics
- Dermatology
- Sensory Organs
- Depression
- MS
- Bronchodilators
- Vaccines
- Oncology
- Anti-bacterials
- Antivirals
- Bone calcium regulators
MAJOR PHYSICIAN SPECIALTIES

SCR has completed projects in most therapy areas and is confident it can reach any group. Listed below are the most commonly covered specialties.

- Anaesthesiology
- Audiology
- Cardiac Surgery
- Cardiology
- Dermatology
- Endocrinology
- ENT / Otolaryngology
- Family Planning/Reproductive Medicine
- Gastroenterology
- General Practitioner/Family Practitioner
- General Surgery
- Geriatric Medicine
- Haematology
- Infectious Diseases
- Internal Medicine
- Nephrology
- Neurology
- Neurosurgery
- Obstetrics & Gynaecology
- Oncology
- Ophthalmology
- Oral & Maxillofacial Surgery
- Paediatrics
- Pain Management
- Palliative Medicine
- Pathology
- Pharmacology/Toxicology
- Plastic Surgery
- Psychiatry
- Public Health/Community Medicine
- Pulmonology/Respiratory Medicine
- Radiology
- Rehabilitation Medicine
- Rheumatology
- Thoracic surgery
- Trauma & Orthopaedic Surgery
- Urology
- Vascular Surgery

A more complete list, including minor/sub specialties and special interest areas is available separate from this presentation upon request.
Nurses Work Setting

Nursing specialisation and remit varies between markets and further training is more vocational and modular. This makes like for like comparisons between nurses more difficult than physicians. We therefore usually classify Nurses by Work area and can target the following internationally.

- Accident & Emergency
- Allergy/Immunology
- Anaesthetics/ITU
- Audiological Medicine
- Cardiology
- Cardiothoracic Surgery
- Dermatology
- Endocrinology/Diabetes/DNE
- ENT/Otolaryngology
- Family Planning/Reproductive Medicine
- Gastroenterology
- General Medicine
- Geriatric Medicine
- Infectious Diseases
- Nephrology
- Neurology
- Psychiatry
- Neurosurgery
- Nutrition/Dietetics
- Obstetrics & Gynaecology
- Oncology
- Ophthalmology
- Oral & Maxillofacial Surgery
- Paediatrics
- Pain Management
- Palliative Medicine
- Pathology
- Pharmacology/Toxicology
- Plastic Surgery
- Public Health/Community Medicine
- Radiology
- Rehabilitation
- Rheumatology
- Surgery
- Thoracic/Respiratory
- Tissue Viability
- Trauma & Orthopaedics
- Urology
- Community Nurses
- Home Nurse
- Hospice Nurses
- Military Nurses
- NGO Nurses
- Nurse Practitioner/ Prescriber
- Occupational Nursing
- Prison Nurses

A more detailed list of nurses we can target by specialist knowledge is available upon request. Please note not all specialist nurse classifications exist in each market.
Managing peoples wellbeing involves a much broader audience than just Doctors and Nurses. At SCR we pride ourselves on being able to target the various practitioners, influencers and stakeholders that play a role in the healthcare landscape.

A more detailed breakdown of the audiences we can reach is available upon request.
Every patient has their own journey, which can involve a wide range of HCPs and support staff.
Providing operational support throughout the drug development cycle
AER TRAINING COMPONENTS

AER training module will need to provide an holistic understanding of an Adverse Event and the SCR standard procedures. The items listed below need to be covered in the training:

- Definition of an Adverse Events
- Background of AE’s, including the importance of flagging occurrences (i.e. Thalidomide)
- Reporting of AEs
- SCR guidelines & timelines
- SCR AER template
- Information to be collected
- When/how respondents should be informed of AER obligations
- If required - employees can undertake specific client training programmes (additional hours must be budgeted)
AER REPORTING TIMELINES

- SCR to raise an adverse event within 24 hours of identifying an AER

- SCR can detect AE in native language during live interview or during coding.

- Exports can be set up for either SCR’s client or the sponsor of the study if required

- PM Coder resources depends on No. completes, No. OEs and LOI.
  - Standard Project: 30 – 60 minutes needed to review data on a daily basis to flag possible AEs. Additionally 10-15 minutes needed to process each AE (admin priced per AE).
  - Studies specifically prompting for AE’s (i.e. Questions about side effects), will require extra hours.
  - SCR operates AER on a working week basis as standard, but 24/7 coverage can be arranged, for an additional fee. Alternatively exports can be set up directly to the client to enable them to flag any AE’s outside business hours.
AER SUPPORT, A COLLABORATION

1. AER Training Project Managers / Account Managers
2. Client sends brief which has AER requirements
3. Leadership notified of AER project
4. Client awards project
5. BC Director informed and fully briefed
6. SCR signs AER work order
7. Client provides sponsored drug list sponsored (1W before launch)
8. PMS review data for possible AES/Auto exports sent to client
9. AER sent to client within 24hrs
10. Client requests additional information
11. Respondents Re-contacted

Preparation  Biding  Field  Post Field
B2B CAPABILITIES
Executive level B2B decision makers/opinion leaders have a major influence on their companies, their industries and the overall economy.

Demand for their opinions is very high but getting access to them is difficult.

Surveys often can only be accepted after Legal Council has approved the survey contents.

There are official company policies not to participate in market research, and gate keepers refuse to transfer calls to senior DMs.

Their time is precious. They are not joining or remaining engaged online to conduct surveys.

Furthermore, they are not responsive to telephone calls from inexperienced call centre interviewers, they assume they are telemarketers.

OUR CHALLENGE
THE B2B LANDSCAPE – WHERE SCR IS PLACED
MAJOR SENIOR LEADERS

SCR has completed projects in most areas and is confident it can reach any group. Listed below are the most commonly covered specialties.

**CORPORATE C-SUITE**
- Chairman of the board
- Company Owner
- Chief Executive Officer
- Chief Operating Officer
- Chief Finance Officer
- Chief Information Officer
- Chief Marketing Officer
- Chief Technology Officer
- Chief Security Officer
- Chief Strategy Officer
- President
- Vice President
- General Manager
- Head of Department

**FINANCIAL SERVICES**
- Executive Director
- Chief Investment Officer
- Senior Vice President
- Hedge Fund Manager
- Asset Manager
- Fund Manager
- Portfolio Manager
- Risk Manager
- Investment Bankers
- Associate Director
- Independent advisors
- Wealth Managers
- Stock Brokers
- And more...

**PROFESSIONALS, SPECIALISTS AND EXPERTS**
- Policy Makers
- Researchers
- Think tanks
- Scientists
- Engineers
- Lawyers
- Teachers and Academics
- Journalists
- Government
- Trade Unionists

A more complete of job-titles is available, separate from this presentation, upon request.
## RECRUITED AND INTERVIEWED BY SCR

Gaining access to one of the most difficult to target audience is an art and a science...

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<tr>
<th>JOB TITLE</th>
<th>COMPANY TYPE</th>
<th>SUBJECT</th>
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<tbody>
<tr>
<td>• Board of Director</td>
<td>• Aircraft Manufacturer</td>
<td>• Digital Business Transformation</td>
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<tr>
<td>• Chief Investment Officer</td>
<td>• International investment management group</td>
<td>• European Trade Finance</td>
</tr>
<tr>
<td>• Vice President</td>
<td>• Leading Commercial Bank</td>
<td>• C-Suite Perspectives</td>
</tr>
<tr>
<td>• Chief Marketing Officer</td>
<td>• Top 5 Retailer in the UK</td>
<td>• Implementation of DMP</td>
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<tr>
<td>• Chief Executive Officer</td>
<td>• Luxury Retailer</td>
<td>• ERP systems</td>
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<tr>
<td>• SVP Corporate Global Strategy</td>
<td>• SaaS Provider</td>
<td>• Management consulting services</td>
</tr>
<tr>
<td>• Chief Human Resources Office</td>
<td>• Leading Pharmaceutical company</td>
<td>• Health and Safety</td>
</tr>
<tr>
<td>• Chief Innovation Officer</td>
<td>• Biggest city in the Netherlands</td>
<td>• Smart Cities Technology</td>
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A more complete list, of Job Titles, Sectors and Subjects is available, separate from this presentation, upon request.
OUR PROMISE
SCR ADVANTAGE - OUR PROMISE...

Multi-country delivery dilutes what you truly need to focus on

60 Countries covered for fieldwork services with our Executive Interviewing Centre

Greater trusted insights

24-7 Team availability
Always in the right place at the right time
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