



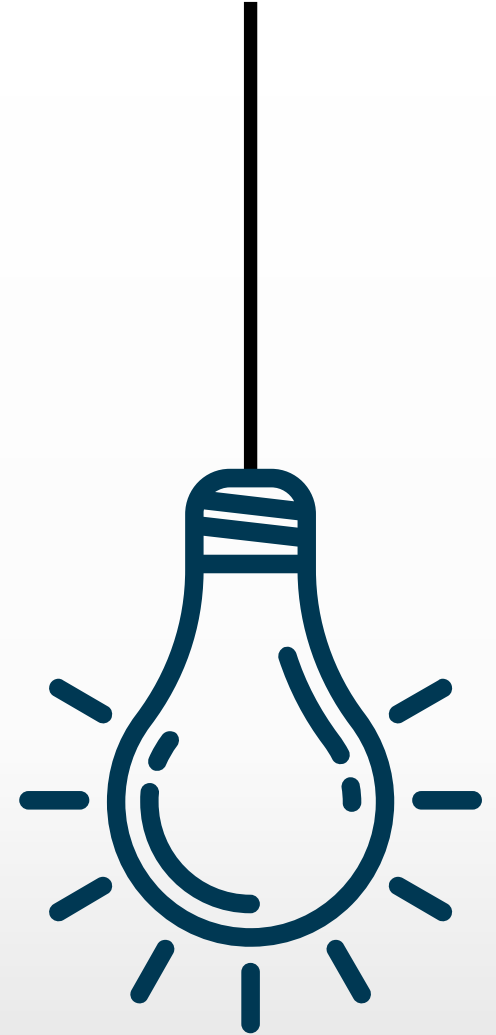
**ESOMAR**<sup>'21</sup>  
corporate

**EphMRA**  
Agency Member 1.10.20 – 30.9.21

# Who we are

**FieldCare** is an **innovative**, highly specialised fieldwork management start-up offering a complete range of services in the field of **market research**.

Our mission is to innovate in the sector by introducing **new tools** and **new methods** of managing the business, combining our expertise in IT with the passion and experience of over **20 years** of fieldwork activity.



# Our strengths

## Quality

We follow the strictest quality standards, industry guidelines and codes of conduct

## Reliability

Our step-by-step planning approach, experience and flexibility make us the ideal partner

## Expertise

Staff with a high level of expertise and soft skills, a love of teamwork and a commitment to continuing professional development



## Innovation

New fieldwork management tools enable us to deliver service of the highest level

## Efficiency

Guaranteed results from a reliable team with a strong focus on punctuality and quality

## Support

We listen to and seek a deep understanding of the client's needs with a consultancy-based approach

# Resources

## The team

Selection and appraisal of suppliers according to high **quality standards**, continuous **training** and **teamwork**.

## Fieldwork systems

CATI, CAWI, CAPI, F2F, Focus Groups and IDIs **in-person and online**, collection of **big data** from social media and the web.

## Experience

**Highly-qualified professionals** with solid **know-how** in individual research areas and the various methodologies specific to the sector.

## Network

**Widespread national** field network: area supervisors, quantitative and qualitative interviewers, recruiters, researchers, translators.



# Services offered

## Fieldwork

We work alongside research institutes and agencies for the complete management of the operational phase

## Full-service

We support our clients throughout all phases of the study: planning, data collection, processing and the presentation of results

## Consultancy

We assist clients in the research design process to identify the best solutions together.

## Research

Products, brand image and reputation, consumers, behavioural trends, social issues, patient journeys

## Methodologies

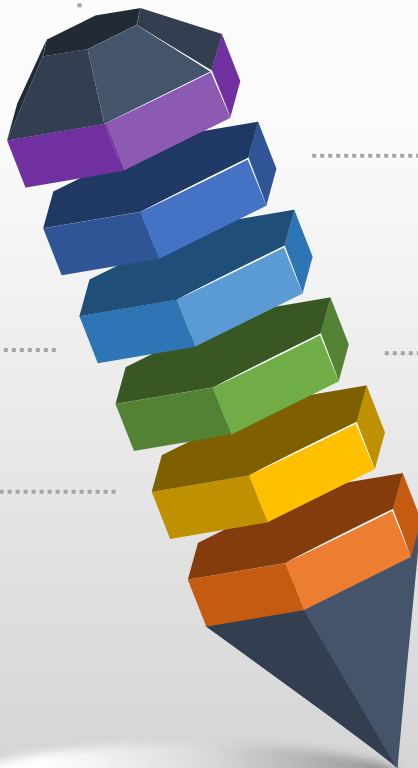
We use both well-established and innovative methodologies of qualitative and quantitative analysis

## Sectors

Main contexts: pharmaceuticals, food, personal care, fossil fuels, utilities, advertising and media, third sector

## Tools

Innovative process automation software



# Healthcare

## Experience

Our entire team's knowledge of the healthcare sector, previous experience and **know-how** enables us to provide valuable support in any type of **medical-pharmaceutical** research.

## Research studies

We are able to collect data and produce detailed output using classic, sector-specific **methodologies** and also using **innovative research** approaches.

Health  
Care

## Medipanel

We have an innovative proprietary tool for **profiling** health professionals in the public and private sectors: general practitioners, **specialists**, nurses, KOLs, payers, and also patients.

## Pharmacovigilance

Our team keeps constantly up-to-date with training by pharmaceutical companies on the effective management of adverse events through punctual and detailed reporting within the time frames and methods required in pharmacovigilance.

# Processes

## Quality

- ✓ Careful selection of suppliers
- ✓ Continuing professional development
- ✓ Rigorous checks on collected data
- ✓ Assessment of each supplier for each job
- ✓ Customer satisfaction analysis
- ✓ Continuous monitoring and improvement



## GDPR

- ✓ Data collection, storage, consultation, communication and deletion
- ✓ Protected databases and archives
- ✓ Encryption systems
- ✓ Maximum protection of data supplied by clients
- ✓ Consent monitoring system
- ✓ Advanced IT infrastructure



# FIELDCARE

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