

The logo features the words "Market Research and Analytics" in a bold, sans-serif font. The letters "M" and "R" are white, while "arket Research" and "and Analytics" are black. Two human eyes are superimposed on the letters: one eye is positioned behind the "M" and the other behind the "R".

**Market  
Research**  
and **Analytics**

**PAINWEEK<sup>®</sup>**

2012

**September 5—8**

**The Cosmopolitan** of Las Vegas  
The Las Vegas Strip

[www.painweek.org](http://www.painweek.org)



# A UNIQUE MARKET RESEARCH OPPORTUNITY

**PAINWeek** is one of the largest professional medical conferences focused on the practice of pain management. Targeted at multidisciplinary front-line practitioners who treat and manage pain, the conference brings over 1400 nationally dispersed practitioners to a single location. This coupled with the collection of demographic data available for each attendee provides the ability to segment practitioners, recruit for studies, and do it all from a single location simplifying the market research process.

## Custom Research Opportunities during PAINWeek

As a full-service market research company with a specialization in eliciting knowledge from healthcare professionals, **HRA** brings extensive experience to conduct custom research at this year's **PAINWeek** convention. We pride ourselves on the ability to provide actionable intelligence at every stage of the product's lifecycle.

**Pre-Launch Awareness**

**Positioning Research**

**Concept Testing**

**Product Profile Testing**

**Message Research**

**Ad Testing**

**Market Entry Analysis**

**Post-Launch Awareness**

**Detail Testing**

**Brand Name Research**

**Message Recall**

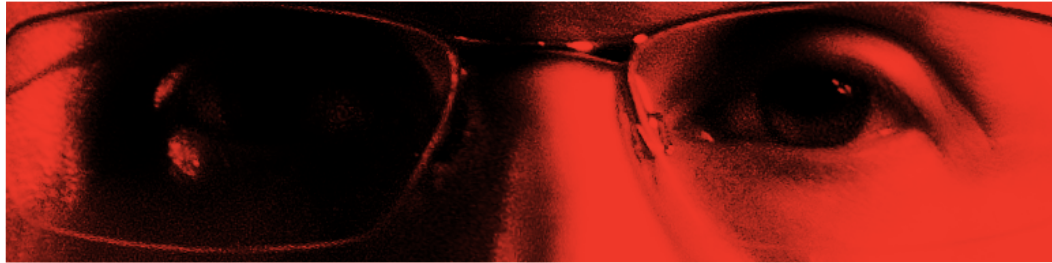
**Copy Testing**

**HRA's Convention Connection is the premier face-to-face convention research option during this year's PAINWeek event.**

- **HRA's** Convention Connection gathers face-to-face information and insight at more conventions and meetings than anyone else
- Convention Connection collected impressions and perceptions from over 85,000 healthcare professionals in 2010
- Convention Connection provides access to your targets in a stress-free, information-exchange environment. You will not be competing with patients, administrative issues, or family balancing as you gather reflective, insightful perceptions
- Your respondents are validated by our experienced interviewers. There is no concern your questions are not being answered by your target audience
- Convention Connection allows you to capture views from normally non-responsive influentials. Many key healthcare providers are just too busy during their normal workdays to accommodate any type of market research
- With Convention Connection you can build a custom customer panel for follow-up and additional research. You will be able to identify issues and take responsive measures as well as create a list of advocates and identify non-supporters
- You might expect to pay more for what Convention Connection delivers...but you won't

**Healthcare Research & Analytics (HRA)** is proud to be the exclusive Market Research Provider of the **PAINWeek®** National Conference, at **The Cosmopolitan of Las Vegas**. The new PAINWeek Market Research Pavilion, managed by **HRA**, provides a variety of facilities for your ongoing research activities. Fully-equipped interview and observation rooms, with a standard audiovisual package, provide flexibility for the different types of research being conducted. Recruitment, moderation, blinded registration, and subject processing are provided. Catering and other additional marketing services are also available upon request.

# PAINWEEK IS THE MEDICAL CONFERENCE OF CHOICE FOR 1400 FRONTLINE CLINICIANS



## PAINWeek Enriched Monthly Internet Omnibus

If you would like to query a group of hospital or office-based physicians but have a limited budget for traditional quantitative phone or internet study, the **PAINWeek** variation of **HRA's** monthly Internet Omnibus study might be right for you.

Enjoy all the informational benefits and quick access to answers that a quantitative, online study provides while sharing the costs of the research with others. Take advantage of this monthly study to gain fast, cost effective access to a number of physician and nurse specialties.

The Omnibus study is deployed to the **PAINWeek** extended database reaching an audience enriched with practitioners who treat and manage pain. To gain the perspective of non-pain focused practitioners, the Omnibus study is also deployed to the broader **HRA** practitioner database, providing truly unique practitioner perspectives on your important questions.

Get on board **HRA's** Internet Omnibus by the 10th of each month for data before month's end!

## HRA's Online Healthcare Intelligence Expertise

When you need accurate answers to your healthcare product and business questions quickly, then **HRA** Research's eCompass online research solution can help. Leveraging over 30+ years of specialized experience in reaching the hard to reach physicians, nurses, and allied health audiences in the hospital setting, **HRA** has garnered a reputation as a leading online market research resource to pharmaceutical, biotechnology, and medical device companies. Accessing its proprietary, 89,000+ physician e-mail database and a complete portfolio of custom research products, **HRA** provides answers...right...now!

**DON'T  
FORGET  
ABOUT  
HRA'S  
TRADITIONAL  
RESEARCH  
OFFERINGS!**





## **Contact**

**John Maglione**

Healthcare Research & Analytics

Office (973) 240-1195

E-mail: [JMaglione@hraresearch.com](mailto:JMaglione@hraresearch.com)

[www.painweek.org](http://www.painweek.org)