

## CONFIDENCE in our company

Reckner – an industry leader for over 15 years – excels in successful completion of unique and complex field and data collection projects.

Reckner is your link to medical professionals and consumers with ailments.

- Partners with over 320,000 verified US physicians & HCPs
- Maintains one of the most extensive lists of specialties and subspecialties
- Access to panels of prescreened consumers, on a variety of ailments

Expertise in fielding local, national and global studies with physicians, healthcare professionals and consumers.



## COMMITMENT to your project and our partnership

Reckner is committed to completing your project on time and within budget. Reckner is committed to excellence in service across methodologies.

### QUANTITATIVE

- Web Surveys
- In-person semi-structured interviews
- CATI (Computer-Assisted Telephone Interviewing)

### QUALITATIVE

- Teledelths
- In-person interviews
- Focus Groups (online & traditional)
- Online Bulletin Boards

## COMPETITIVE ADVANTAGE because of our people and our services

Reckner employs empowered professionals.

- Project managers
- Programmers
- Technical support teams

Reckner is a leader in data programming/reduction services.

- Survey programming, including capabilities for survey logic (skip patterns/instructions), randomization, graphics, multiple languages and pop-up screens
- Survey programming experience with all prevalent study types, including Segmentation, Positioning, Tracking and Conjoint including incorporation of ACA via Sawtooth software
- Incorporating JavaScript applications
- Survey hosting via password-protected, Reckner owned servers
- Real-time study status
- Data cleaning, coding and tables
- Data delivery in multiple formats
- Execution of pretest

Reckner is a First Choice Facility partner.

- Locations include Atlanta, Boston, Chicago, Dallas, Los Angeles, New York, Philadelphia, San Francisco, Seattle, St. Louis and Tampa
- Professionally managed and operated

## Reckner's Quantitative Expertise

