



Segmedica[®]
RESEARCH AMERICA INC.[®]

*Specialty and Orphan Drug
Market Research*

Segmedica has a strong experience base in specialty and orphan drug markets and offers clients a powerful range of capabilities.

Project Examples:

- We recruited 30 patients with Factor VII Deficient Hemophilia for in-home ethnography out of a US population of 800 and were able to design novel and valuable patient support programs.
- We recruited 40 teens and pre-teens with a genetic condition from a US population of 1,500 for online diaries, interviews, and groups. Provided client with an in depth understanding of patient and parent needs and likelihood to accept their treatment.
- Recruited a sample of clinicians of a rare oncology condition and obtained recordings of their conversations with patients and caregivers to direct the design of physician sales and education tools.



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Segmedica is a full service healthcare market research company. Our unique methodologies allow our clients to benefit from full, deep, and insightful research and when applied to marketing campaigns, results in a much more successful outcome.

We apply the principles of psychological research in all the research we conduct and provide results that go way beyond traditional “emotional research” by getting to the root core of why people say what they do and what it means.

Contact us to find out how we can help you with your next project.



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Assured Sample

- Carrying out all our recruiting in North America, our in-house recruitment group and call center undertakes the toughest of recruits. We have recruited samples from populations of less than 1,000, including pediatric and sick patient groups. We are equally capable of recruiting KOLs from small physician specialties.

Superior Insights

- We offer a number of techniques that are appropriate with small samples, including qualitative segmentations.
- Our analysis team has extensive experience working with small samples and takes the time to understand unusual and/or rare diseases.
- Our suite of online capabilities includes webcam diaries, interviews, focus groups, bulletin boards, and our OnTheWall™ enriched online communities which brings together widely scattered and home-bound respondents.
- A full range of ethnographic techniques including **HealthVoice®**, in-office audio recordings of physician-patient interactions and in-home video ethnography.
- Superior analysis techniques including **HealthAcuity®** psychoprofiling and **Semantha™** advanced linguistic analysis which discovers the hidden meanings behind qualitative responses.

Sensitivity and Compliance

- We are skilled at working with pediatric and sick populations, as well as parents and caregivers.
- Segmedica is a HIPAA certified organization, and we are familiar with North American and global privacy laws and guidelines, including the US Children’s Online Privacy Protection Act (COPPA).

Global Reach

- Over 50% of our projects are international.

Impactful Reporting

- Ask about our Patient Journey research documentary videos. Professionally produced to deliver an impactful and lasting delivery of key insights.