



## MSA Research – handcrafted market research solutions

### Business, Professional and Medical Field Service

MSA Research is a field service that specializes in business-to-business and pharmaceutical research. We help many leading market research and consulting firms with their more challenging assignments. Our seasoned executive interviewers are experts in complex quantitative or qualitative interviews with hard-to-reach business, professional, and medical audiences. Assignments range from appointment setting to completing complex interviews with Fortune 1000 C-level executives.

Examples of audiences that our interviewers have experience with:

#### Business / Professional

- C-level executives at the nation's largest corporations
- Financial executives such as CFOs, treasurers and controllers
- Technology professionals including CIOs and CTOs
- EVPs, SVPs and VPs of functional areas such as sales, marketing, operations, etc.
- The investment community including institutional investors, hedge fund managers, portfolio managers, and analysts
- Media executives, editors and journalists
- Attorneys and legal professionals
- Think tanks and lobbyists
- Federal, state, and local government officials

#### Medical / Pharmaceutical

- Cardiologists
- Endocrinologists
- General practitioners
- Internists
- Key opinion leaders (KOLs)
- Medical and pharmacy directors
- Nephrologists
- Nurse executives
- OB GYNs
- Otolaryngologists
- Pediatricians
- Rheumatologists

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## MSA RESEARCH

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