



42 market research launches Online Interviews for Pharmaceutical Research in Brazil and Mexico

Dubai, 2nd April 2009: The market research agency, 42 market research, is now offering online interviews in Brazil and Mexico, and so continues to expand its leading position in online market research for the healthcare industry.

The 42 market research online panels for Brazil and Mexico cover the full spectrum of healthcare professionals; from physicians, dentists and pharmacists to technicians, nurses and opticians. In the new markets, they offer online surveys, online focus groups and online monitors on all healthcare related topics. This includes market analyses, concept tests, patient diaries and sales force evaluations.

"In Latin America, the main method of healthcare research has been via face-to-face interviews," explains Wolfgang Sabathil, Managing Director of 42 market research. "Effective immediately, pharmaceutical research in the emerging key markets, Brazil and Mexico, can benefit from the advantages of online research. The responses rate to our first pilot projects has been overwhelmingly positive and proof the great interest of Brazilian and Mexican healthcare decision takers to actively participate in our online interviews".

The launch of services in Brazil and Mexico is a continuation of 42 market research's global expansion strategy. Since the company was established in 2002 it has successfully completed online market research projects in the USA, Canada, Japan, the UK, Germany, France, Italy, Spain, Switzerland, Austria, Ireland, Australia, New Zealand, South Africa, Egypt, Saudi Arabia and the United Arab Emirates.

About 42 market research

42 market research is an independent, internationally active, full-service market research provider for the healthcare industry. Physicians, dentists, pharmacists, opticians, technicians, nurses and other healthcare-related professionals are interviewed in all major markets around the world concerning their experiences and opinions towards any health-related subject. The customers of 42 market research include pharmaceutical companies, other market research agencies, biotechnical companies, medical device manufacturers, health ministries and other businesses and organizations from within the healthcare sector. For further information, please visit www.42mr.com.

Contact Information

42 market research
Public Relations Department
P.O. Box 211791
Dubai
United Arab Emirates
Tel: +971 4 369 7452
Fax: +971 4 369 7454
E-Mail: press@42mr.com
Website: www.42mr.com