



## **42 market research Launches Online Healthcare Panel for Pharmaceutical Research in India**

**Dubai, 17<sup>th</sup> March 2010:** 42 market research, a leading provider for online market research in the healthcare sector, today announced the start of its services in India.

The Online Healthcare Panel for India provides direct access to India's key healthcare decision takers - including physicians of all specialties, dentists, pharmacists and opticians. The pharmaceutical research services that 42 market research can now offer in this market include market analyses relating to all healthcare associated topics, concept tests, patient diaries and sales force evaluations. These services will be conducted through online surveys, online focus groups and online monitors.

By entering the Indian market and developing its local presence, 42 market research is strengthening its ongoing strategy of global coverage and continues to expand its leading position in online market research for the healthcare industry. In addition to its main activities in Europe and the USA, 42 market research also operates online healthcare panels in Canada, Australia, Brazil, Mexico and Japan amongst others.

### **About 42 market research**

42 market research is an independent, internationally active, full-service market research provider for the healthcare industry. 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. All panels are built, operated, regularly updated, quality-controlled and owned exclusively by 42 market research. All services are carried out in-house by experienced project managers and analysts of the respective countries. 42 market research does not use subcontractors. For further information, please visit [www.42mr.com](http://www.42mr.com).

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