



- Bruno and Ridgway has partnerships with the most accomplished companies who specialize in international data collection spanning Europe, LatAm, APAC and many emerging countries.
- Our partners are skilled in data collection in a variety of methodologies including Internet, portal driven and telephone studies. They provide us the same premium quality collection that we demand in the U.S.
- A network of experienced “nationals” is employed to translate and implement any study. This level of experience and knowledge ensures that any “local” market issues that may have an impact on proper execution are proactively identified and rectified prior to fielding.
- Our work with these partners has spanned virtually all types of qualitative and quantitative studies spanning an array of healthcare providers and patient populations (*see information on our distinct low incidence competencies and resources*)

## CLIENT SUCCESS STORY – GLOBAL (20 COUNTRY) TRACKER

### Situation

Long-standing client required a global launch and market development tracker and impact assessment study for a new, technologically improved multi-focal lens product for presbyopia, spanning 20 countries (**CH**, **BR**, SK, Nordic, RU, IN) in varying stages of development, encompassing medical professionals and patients .

### Solution

Coordinated all recruiting and fieldwork leveraging our global relationships and knowledge across multiple in-country panel providers; Our approach created multiple field efficiencies and economies allowing our client to stretch their budget.

### Outcome

Provided our client a baseline read that has set the stage to monitor the effectiveness of their marketing efforts and rapidly adapt to market changes (e.g., competitive activity) within and specific to each country.