

## How Our Clients View Us \*

Services Provided	Specialization	Knowledge & Skills	Attitudes & Approach	Responsiveness & Value
Market research (7)	Early stage investigation (2)	Knowledgeable (3)	Professional (2)	Quality work
Due diligence (2)	Life sciences expertise (2)	Competent (3)	Thorough (2)	Timely
Assessment of market potential (2)	Medical/clinical (2)	Project planner (2)	Strategic	Responsive
New-product positioning (2)	Customized research	Insightful	Integrity	Quick
Strategic planning	Product feasibility issues	Skillful	Thoughtful	Diligent
Opportunity analysis	New-product development	Street-smart	Precise	Reliable
Market introduction strategies	Technology	Effective	Articulate	Valuable
	Laboratory	Engineering perspective	Conservative	Cost effective
	Pharma	Technically astute	Concerned	Low cost
	Product-manager-at-large		Encouraging	
	Connected to technical experts		Enthusiastic	
	Non-standard issues		Probing	
	Advice on FDA approvals		Sensible	
			Grounded	
			Amenable	
			Trustworthy	
			Serious	
			Reasonable	
			Easy to talk with	

\* Findings of a survey conducted in October 2007; 25 respondents