Anyone can create something complex. It takes brilliant insight to make it simple.
Brilliant insight comes from knowledgeable researchers who can analyze and interpret data to answer your strategic questions.

Decision Analyst delivers a synergistic blend of primary research, analytical consulting, and modeling to help companies:

- Build stronger brands.
- Optimize new product designs.
- Increase advertising effectiveness.
- Enhance customer experience and engagement.

Decision Analyst is committed to improving strategic business decision-making. It’s the firm’s way of making the world a better place and helping its clients reach their market potential.

Whether developing strategic marketing plans, optimizing new products, or reshaping brand image, the scientific methods utilized and the great array of research tools available help reduce the risk and uncertainty in strategic marketing decisions.

Decision Analyst’s core competencies are sophisticated custom research investigations and high-level analytics. Qualitative research, market and competitive intelligence, econometric analyses, advanced quantitative research designs, and powerful analytics are combined to identify business opportunities and solve marketing problems.
Some Of Our Key Solutions For The Medical, Health, And Wellness Industries:

**Branding & Strategy**
- Build stronger brands
- Develop optimal marketing strategies

**Ideation & Product Development**
- Optimization of product offering
- Accelerate new product development

**Advertising & Communication**
- Improve marketing communications
- Optimize advertising campaigns

**Customer Experience Optimization**
- Enhance customer experience
- Strengthen customer and brand relationship
Brilliant Insights
Branding & Strategy

Smart, Creative Ways To Stand Out And Get Attention In The Marketplace.

Core Solutions:
- Brand Tracking
- Market Segmentation
- Strategic Dashboard Development

Questions Decision Analyst Has Answered For Clients:
- What are the external forces that drive my industry, my company, and my brand(s)?
- What is my brand’s awareness and how can I increase it?
- What attributes can be used to differentiate my brand from others in the marketplace?
- What other markets/products should my company develop?
- Which distribution channel fits my brand image and maximizes sales?
- What is it about my brand/product that resonates most with customers?
- Who are my future customers and how do I acquire them?
- What are my brand’s weaknesses which require immediate attention?
Product Launch Strategy Among ECPs

Launching a new product involves many important decisions, particularly whether the new product should be offered as a replacement for or in addition to the existing version(s). A leading lens manufacturer wanted to gain insight among independent eye care professionals (ECPs) to support the product launch strategies for two new products. Specifically, it wanted to re-engage those who were leaving the brand or decreasing their brand usage and to attract competitive users to the new products.

Results

The research revealed that one of the new products should replace an existing version, while the other new product should be added as a line extension to the brand’s portfolio. Additionally, testing of different product names revealed those most preferred by ECPs, along with the specific product features that should be highlighted in marketing materials.

Methods Utilized:
- Concept Testing
- Heat Mapping
Brilliant insight comes from specialized researchers who know your product line, your company, and your industry.

Right Idea, Right Product, At The Right Time And Price.

Core Solutions:
- Ideation and Concept Generation
- Proof of Concept Testing
- Product Feature Optimization
- Product Line Optimization
- New Product Sales Forecasting
- Pricing Strategy

Questions Decision Analyst Has Answered For Clients:
- What new products do my customers want?
- How do I stay relevant in today's marketplace?
- Which mix of my product's features offers the best opportunity in the marketplace?
- What is the business potential of my new product, given different spending levels and marketing plans?
- What is the optimal “shelf” layout?
- What are the 1-year and 5-year sales forecasts?
- What is the “what space” in my category?
Product Optimization For New Patient Monitoring Device

An innovative, customer-driven, personal health product company was launching a new, non-invasive health monitoring device for prediabetics. The company wanted to assess and optimize the product’s features and understand the optimal product’s likely performance in the market via a sales forecast. Specifically, they wanted to gauge reactions to and interest in the product concept, assess product-feature preferences, and identify an optimal product configuration.

Results

The research revealed the top two drivers of purchase interest, which the client planned to use in messaging. The research also determined the most preferred product configuration (optimal features to include, pricing, etc.). Recommendations were provided for a one-product line as well as a two-product line, based on maximized preference share and revenue.

Methods Utilized:
- Discrete Choice Exercise
- Hierarchical Bayes Choice Model
- Price Elasticities Optimization Model
- Sales Forecast
Brilliant Insight comes from ingenious researchers who can analyze how to best communicate with your customers and prospects.

Knowing What Your Audience Needs And Wants, Then Getting Them To Listen And Believe.

Core Solutions:
- Advertising Concept Optimization
- Advertising Concept Testing
- Advertising Copy Testing
- Advertising Tracking
- Website Usability Testing
- New Advertising Slogans or Themelines

Questions Decision Analyst Has Answered For Clients:
- Does my advertising really work?
- Does my advertising project a compelling brand image?
- Does my advertising motivate consumers to buy?
- What amount should I spend on television advertising compared to the radio or the Internet or mobile?
- Should my company invest money in more salespeople or in more advertising?
- How will promotional spending impact my bottom line?
Testing TV Ads At An Early Stage

A health system needed to assess two advertising campaigns (and specific ads within each campaign) to determine which creative elements resonated most with residents in the system’s geographic-market footprint. Decision Analyst recommended using Big Qual as the best methodology to capture open-ended feedback about each ad (in storyboard format) as well as to quantify the ads’ impact on impressions of the brand both overall and across several key metrics.

Results

The winning campaign and ad were identified. The health system was able to get open-ended feedback regarding how the ads made people feel, specific reasons about why the ads were appealing or unappealing, main-message recall, and reasons why the ads were or were not believable; in addition to quantitative results on ad performance and impact on the brand.

Explanation Of ‘Big Qual’:

- Big Qual is a live, interactive session set in an instant-messaging-type environment.
- AI and machine-learning allow a single moderator to run the session with all participants. (There are typically 50-300 participants per session.)
- Participants answer questions and then vote on others’ responses, yielding a better picture of the overall consensus.
- This approach yields much richer insights than traditional qualitative research does.
Brilliant Insights
Customer Experience Optimization

Help Your Customers Meet Their Goals.

Core Solutions:
- Customer Needs Identification
- Customer Journey Mapping
- Customer Experience Measurement
- Customer Loyalty/Retention Modeling

Questions Decision Analyst Has Answered For Clients:
- What are our customers’ goals, and how do they achieve them?
- What are key touchpoints where our brand, products, services, and employees can help customers achieve their goals?
- How do customers experience our brand at every point in the customer life cycle?
- How does my product and brand compare to the competition in the minds of consumers?
- What aspects of my brand, products, and services are likely to impact renewal or repurchase decisions at various points in the customer life cycle?
- How do we build true customer loyalty at an emotional level versus merely repurchase behavior?
Managed Healthcare Customer Loyalty And Engagement

A large, managed-care company wanted to optimize its customer satisfaction levels among its preferred provider network. Decision Analyst created, managed, and hosted an online panel for the managed-care company. The panel allowed easy access to representatives in the network and provided a mechanism for feedback on a variety of planned changes and improvements in the ways that providers interact with the company.

Results

Findings from this panel's research drove numerous recommendations for improving the providers' service department and for refocusing the company's strategic plan. The panel also served as a forum for provider representatives to express their opinions on critical topics. Feedback from the panel members was used to track progress on various initiatives and to advance the company's collective understanding of factors affecting providers' overall satisfaction. Through feedback from the panel, the client was able to optimize customer satisfaction levels among network providers.

View Full Case History
Decision Analyst is a global marketing research and analytical consulting firm serving a large number of major corporations and advertising agencies. The Decision Analyst name reflects the company's decision-oriented, analytical corporate philosophy.

**History**

Decision Analyst began in 1978 in Arlington, Texas, where it is still headquartered. It is one of the largest privately owned research companies in North America and is wholly owned by its employees.

**Our Clients**

Decision Analyst conducts a significant amount of work with companies in the medical, health, and wellness industries.
Decision Analyst Research Philosophy

1. Understand the key issues and business context before proposing research design.
2. Develop creative approaches and optimize the use of resources.
3. Execute the research with a complete focus on study objectives, quality assurance, and on-time delivery.
4. Analyze the data holistically and creatively.
5. Ensure maximum benefit by providing sound marketing recommendations.

Associations
Decision Analyst subscribes to, and supports, the survey research quality standards set forth by:

Highly Ranked by Corporate Researchers
Decision Analyst consistently outperforms most other firms in the research industry. Gold Index (Satisfaction plus Value) ranks Decision Analyst #2 out of top firms in the US with a score of 918.*

Overall Satisfaction
Ranked 3rd out of top 100

Analytic Skills
Ranked 2nd out of top 100

Communication Skills
 Ranked 1st out of top 100

On Time Delivery
Ranked 1st out of top 100

Source: Prevision Corporations’ Annual Quality and Value Benchmarking Surveys Among Corporate Buyers – 2018 Customer Experience Data.
*Gold Index is a computed index with a maximum possible score of 1,000.
Meet Our Team

Sara A. Sutton
Senior Vice President
Sara has a diverse background encompassing over 18 years of experience in research management and consulting in both the scientific and marketing communities. She works closely with clients in the pharmaceutical, medical, insurance, and health and wellness industries to design and execute research programs that help optimize strategic decisions.

Sheela Avila
Research Manager
Sheela has over 15 years of experience in the market research field. She is skilled in day-to-day project management, data quality assurance, panel management and communications, questionnaire writing, international research, and customized digital reporting.

Stephanie Trevino
Senior Research Analyst
Stephanie has over 10 years of experience in the marketing research field. She is skilled in both qualitative and quantitative research for both consumer and B2B segments. Her experience includes panel and respondent management, project management, data quality assurance, questionnaire design, reporting, and data visualization.
Meet Our Team

Elizabeth (Beth) Horn, Ph.D.
Senior Vice President
Beth has provided expertise and high-end analytics for Decision Analyst for 20 years. She is responsible for design, analyses and insights derived from discrete choice models, MaxDiff analyses, volumetric forecasting and market segmentation. She regularly consults with clients regarding best practices in research methodology.

Bonnie Janzen
Executive Vice President
Bonnie focuses much of her energy on integrating qualitative methods and advanced analytics to provide creative solutions and actionable results. She has a depth of experience in research and consulting for strategic initiatives.
Bonnie has a Bachelor of Science degree in Statistics from Oklahoma State University

Clay Dethloff
Senior Vice President
Clay is an experienced marketing research professional with 25 years of experience in both leading and delivering qualitative research in the industry. As the head of qualitative research efforts at Decision Analyst, Clay is responsible for maintaining and improving the quality of qualitative research, identifying new/innovative qualitative research tools, and overall management of the qualitative team.
Brilliant insight comes from a synergistic blend of primary research, analytical consulting, and modeling to help companies target the right customer with the right product and right messaging at the right price.