



## Adding Insight to Numbers and Numbers to Insight

**An innovative approach which  
addresses common research challenges**

Delivers insights with measurements in time-critical situations  
to improve decision support and hypotheses generation

**An adaptive approach which**

**Captures and engages the view  
of the whole brand team**

**Offers a rapid turnaround solution**

**Allows better informed risk taking**

**Creates more effective integration between qualitative  
insight generation and structured measurement**

*Adelphi*

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## How does RAPIDA™ work?

Embeds structured exercises in a qualitative framework

Uses self-generated stimulus through real-time analysis

### Adding Insight to Numbers

Respondents challenged in real time to explain projected behavior or attitude, represented by responses to structured exercises

### Adding Numbers to Insight

Respondents discuss, debate, and consider attitudes and likely behaviors, and then project their behavior through structured exercises

## An added-value solution for challenging situations

- Where we don't know much — but need answers quickly
- Where we have no time — but need insight with some numeric input
  - Where we need to project to future behavior

## Where might it add most value?

- Acquisition/in-licensing decision making
  - Accelerated development programs
- Considering future events and their impact on prescribing behavior
- Planning for or interpreting major (quantitative) research projects



*For more details, contact:*

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