



Deft Research provides focused, applicable information to health product and marketing teams for more confident and productive project implementations.

DEFT RESEARCH, LLC • 333 SOUTH 7TH STREET • 2150 ACCENTURE TOWER • MINNEAPOLIS, MN 55402 • P: 612.436.8310

+ HEALTH INSURANCE UNDER 65 INTELLIGENCE SERVICE

Deft's Health Insurance Under 65 Intelligence Service fits your work flow to assure your team is on top of changing commercial market opportunities..



Executive Research Briefs quickly present the most meaningful and actionable ideas from each study.



Three Detailed Reports analyze and model health consumer behavior so you can better predict the market's reaction to your product offers.



Guided Discussions presented through teleconference are an option many clients choose to make sure the most is gained from the research.



On-going Assistance. Need help with interpretation? Got an idea for further analysis? We stay with you until the job is done.

Deft Research provides focused, applicable information to product developers and marketing teams for more confident and productive project implementations.





Focused, applicable information
for confident implementations.

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+ ANNUAL SERVICE (beginning at any time):

- Product Development — May, 2011
- Shopping Pathways & the Internet — Summer, 2011
- Small Business Managers' Outlook — Fall, 2011
- 3 Complete Reports (*beginning with whichever you choose*)
- 3 Optional Tele-presentations
- 9 Executive Research Briefs
- On-Going Support and Assistance
- One on-site presentation for clients purchasing multiple studies

Future studies' content will be determined through consultation with clients.

ANNUAL SERVICE DELIVERABLES:

- Deft Health Insurance Under 65 Intelligence Service — Annual Subscription: \$12,500.

We may also be able to provide a service area snapshot of the research. (Depends on sample size. Additional fees may apply.)

+ INDIVIDUAL STUDIES:

- 2011 Product Development: \$4,500 (May, 2011)
- 2011 Shopping Pathways & the Internet: \$4,500 (Summer, 2011)
- 2011 Small Business Managers' Outlook: \$4,500 (Fall, 2011)



Executive Research Briefs



Detailed Reports



Guided Discussions



On-Going Assistance

PACKAGES — Studies: \$8,600 (Current and Future)

+ DEFT HEALTH INSURANCE UNDER 65 INTELLIGENCE SERVICE:

- We guarantee your satisfaction. If you can't use the study, you can have your money back if you ask for it within one month of purchase.
- We will deliver a data and graphic rich set of analytical information, key findings, and conclusions. All deliverables will be electronic for your convenience and re-use.
- Clients are eligible for special request data analyses. Deft reserves the right to limit the scope of additional analyses to that appropriate for the fees paid.
- All studies demonstrate possible custom local service area research. Clients may add service area respondents for custom research based on these Deft Health Insurance Under 65 Intelligence Service studies.

Please signify your intention to purchase with your signature below. Then fax to **612/436-8310**. We would like to purchase the Deft Health Insurance Under 65 Intelligence Service as indicated above. Please invoice us for the fee indicated above.

NAME: _____ DATE: _____

TITLE: _____ TELEPHONE: _____

COMPANY: _____ EMAIL: _____

Thank You!