



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: 612.436.8318

+ SENIOR MARKET INTELLIGENCE SERVICE

Deft's Senior Market Intelligence Service fits your work flow to assure your team is on top of Medicare 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.

DEFT RESEARCH KEY FINDINGS

Good research separates relevant, objective facts from interpretations or conclusions. This lets your team use the research for their own discovery.

DEFT RESEARCH IMPLICATIONS

"What does this mean?"
Implications are conclusions plus meaning. Our experience adding value for you.

DEFT RESEARCH ACTION

Ideas that might have been counter-intuitive or never realized before you got Deft's Senior Market Intelligence Service.



Deft Research's 2011 Benefit Design and Market Dynamic Study reported that for the first time, drug benefit was the #1 reason why shoppers reentered the market during the Annual Enrollment Period.



Focused, applicable information
for confident implementations.

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+ SENIOR MARKET INTELLIGENCE SERVICE

+ ANNUAL SERVICE (beginning at any time):

- National Senior Loyalty Study - November
 - Benefit Design & Market Dynamics Study - February
 - Age-in Study - June
 - 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 Senior Market Intelligence Service — Annual: \$14,500.
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 Age-in Study: \$4,500
- 2011 National Senior Loyalty Study: \$4,500
- 2011 Benefit Design & Market Dynamics Study: \$5,000 (February 2011)
- 2012 Age-in Study: \$5,000 (July 2012)
- 2012 National Senior Loyalty Study: \$5,000 (November 2012)
- 2013 Benefit Design and Market Dynamics Study \$5,000 (February, 2013)



Executive Research Briefs



Detailed Reports



Guided Discussions



On-Going Assistance

PACKAGES — Any two studies (CHECK TWO ABOVE): \$9,250 (Current and Past) \$9,750 (Current and Future)

+ DEFT SENIOR MARKET 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 Senior Market Intelligence Service studies.

Please signify your intention to purchase with your signature below. Then fax to **612/436-8320**.

We would like to purchase the Deft Senior Market Intelligence Service as indicated above. Please invoice us for the fee indicated above.

NAME: _____ DATE: _____

TITLE: _____ TELEPHONE: _____

COMPANY: _____ EMAIL: _____

Thank You!