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Case Study

Operator Assistance Helps Pharmaceutical Researchers Gather Information

By Scott Flood

She expertly threads the last suture and asks a colleague to finish the procedure. She scrubs her hands and arms, mentally rehearsing the next surgery on the schedule. Residents scramble for a chance to be in her OR, because she's one of the region's most accomplished cardiac surgeons, and never hesitates to share her knowledge.

With just ten minutes before she has to prep for another procedure, she dials the phone number she's been given. In moments, she's talking with three top marketing executives from a pharmaceutical company, offering her thoughts on their new clot-busting drug. After a friendly good-bye, she's on her way back to the OR.

Gathering Data, Respecting Time

The only thing more valuable than her skill and her insight is her time. That's why Adelphi Research by Design doesn't take chances when trying to gather her input. They turn to Infinite Conferencing's operator-assisted business lines to simplify the process.

"We have studies where we need to talk to physicians or nurses or patients from a national sampling," explains Jan Hyatt, senior field manager for the Doylestown, Pennsylvania division of the Adelphi Group. "The only way to get a big sampling of people from the west, the east, the Midwest, the south, and the north is over the phone."

Since 1989, Adelphi Research by Design has helped marketing professionals in the pharmaceutical industry make critical business decisions with greater confidence. The company uses a broad variety of

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