



Eric Swatek, CFGD | PRC
Senior Qualitative Research Consultant

Eric is an experienced healthcare marketing research professional. As a member of the Qualitative Research Consultants Association (QRCA), the American Marketing Association (AMA), and the Pharmaceutical Marketing Research Group (PMRG), he annually attends national conferences for continuing education and to maintain strong connections to the organizations and people that drive success in our industry.

As a Certified Focus Group Director, Eric is highly trained and experienced in a wide range of techniques for medical professional and patient research. His healthcare experience includes pharmaceuticals, medical devices, and an extensive range of medical specialties. Eric has worked in all areas of healthcare marketing and promotion but prefers exploratory, strategic projects and seeing a new product from the earliest stages through launch phase and beyond.

Allergan, Eli Lilly, Vicuron, Salix, Baxter Healthcare, Ethicon, Merck Vaccine Division, Ortho-McNeil Pharmaceuticals, Janssen and Glaxo SmithKline are just a few of Eric's clients. He enjoys longstanding relationships with them and is considered an important part of their marketing and marketing research teams.

His greatest professional satisfaction comes from forging and maintaining relationships where his strategic thinking and straight-forward style are valued and utilized. Eric is known for his ability to put people at ease and effectively engage respondents in meaningful conversation, drawing out even the most reticent research participants. This skill is particularly valuable with patients, whether they are coping with nuisance conditions or life-threatening and chronic conditions.

Industry Experience

- ✓ Pharmaceuticals
- ✓ Surgery
- ✓ Marketing
- ✓ Medical Devices
- ✓ Disease Prevention and Management
- ✓ Healthcare Delivery
- ✓ Healthcare Services
- ✓ Product Development

Methodologies

- ✓ Focus Groups
- ✓ In-Depth Interviews
- ✓ On-line Research
- ✓ Telephone Interviews
- ✓ Telephone Focus Groups
- ✓ Direct-to-Consumer (DTC)
- ✓ Email DTC
- ✓ Website Evaluation

Areas of Expertise

- ✓ Advertising Evaluation
- ✓ Brand Imaging
- ✓ Concept Development
- ✓ Creative Problem Solving
- ✓ Creative Strategy Development
- ✓ Creativity Sessions
- ✓ Idea Generation
- ✓ Image and Awareness
- ✓ Laddering Technique
- ✓ Market Segmentation
- ✓ Perceptual Mapping
- ✓ Positioning Research
- ✓ Projective Techniques

Health Care Respondents

- ✓ Allergists
- ✓ Anesthesiologists
- ✓ Cardiologists
- ✓ Cardiovascular Surgeons
- ✓ Dermatologists
- ✓ Diabetologists
- ✓ Ear, Nose & Throat Specialists
- ✓ Emergency Medicine
- ✓ Endocrinologists
- ✓ Family Practice Physicians
- ✓ Gastroenterology
- ✓ General Surgeons
- ✓ Immunologists
- ✓ Infectious Disease Specialists
- ✓ Infertility Specialists
- ✓ Internal Medicine Physicians
- ✓ Managed Care Executives
- ✓ Neurologists
- ✓ Nurses
- ✓ OB/GYNs
- ✓ Ophthalmologists
- ✓ Orthopedic Surgeons
- ✓ Patients and Caregivers
- ✓ Pediatricians
- ✓ Pharmacists
- ✓ Plastic Surgeons
- ✓ Psychiatrists
- ✓ Pulmonologists
- ✓ Radiologists
- ✓ Rheumatologists
- ✓ Thoracic Surgeons