



Market Research & Consulting

SEED PLANNING

Your Healthcare Insights Partner in Japan and Asia



Key Features of Our Services

Through expertise with long experience and interdisciplinary approaches, we provide research & actionable consulting to make an impact on your business



Close to 40 years experience in research & consulting



Interdisciplinary teams that synergize expertise across healthcare / life science and high technology industries



Extensive human network covering industry, government agencies, research institutions and healthcare providers



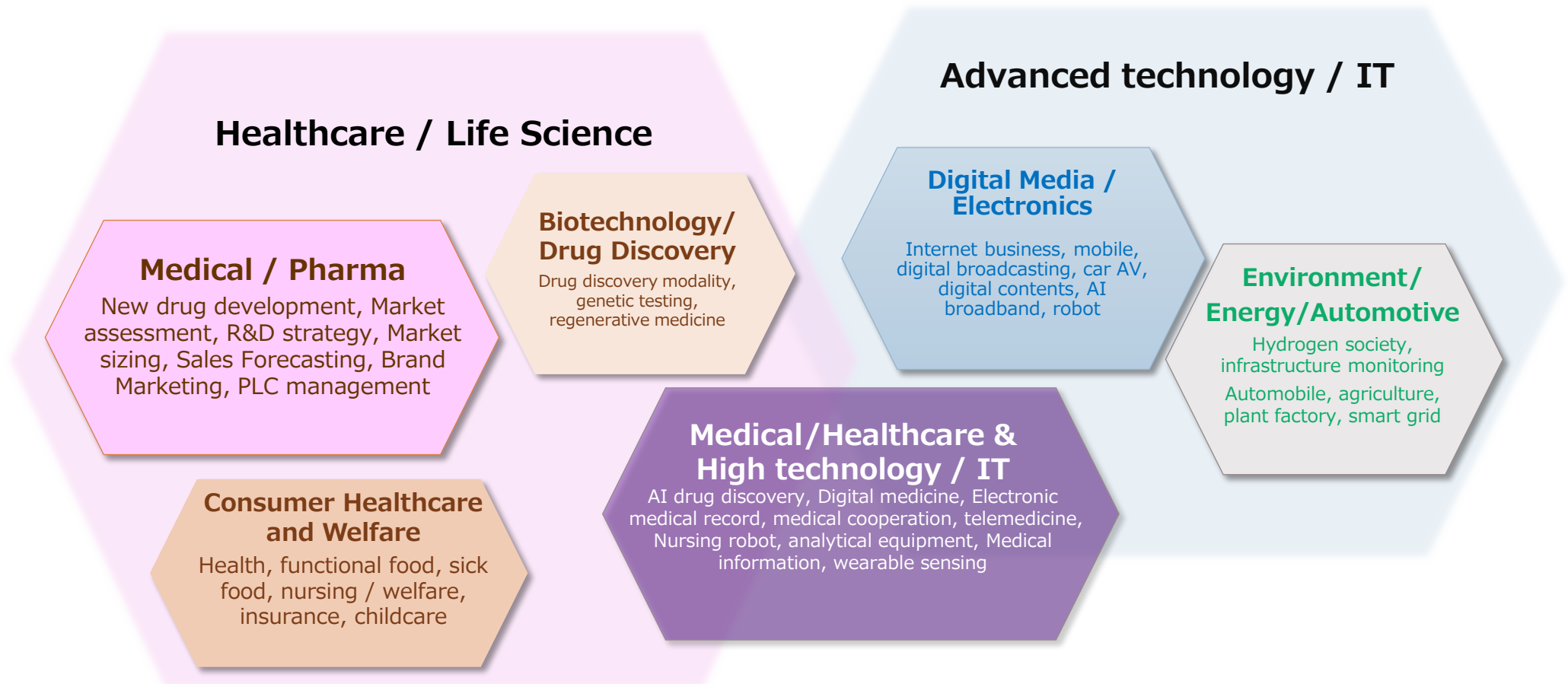
International network and experience across Asia



Thought leadership through seminars, study groups and publications

Our Expertise across Industry Areas

Insight Generation through Broader Network and Holistic Understanding of Customer/Market/Business



- 38 years experience
- More than 70 experienced researchers
- Broader Network from the government/Industry/Research Institutes/Medical Practitioners
- Main clients: Major Companies in each area, Research Institutes, Universities, Government offices

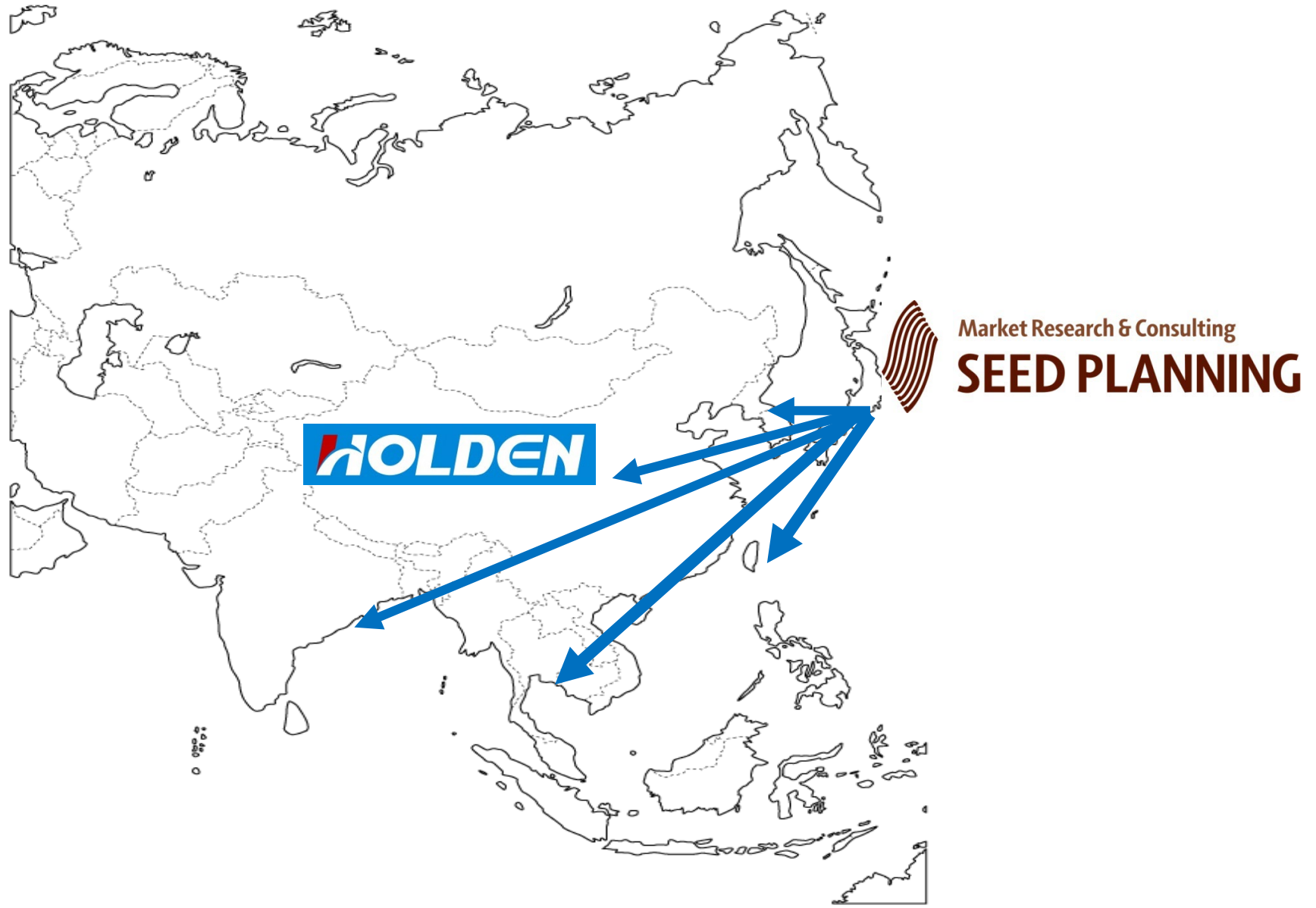
Our Network of Experts

We can leverage the experience, knowledge and expertise of experts in a number of ways, for example market access, health economics study, scientific evaluations of an early phase research etc.

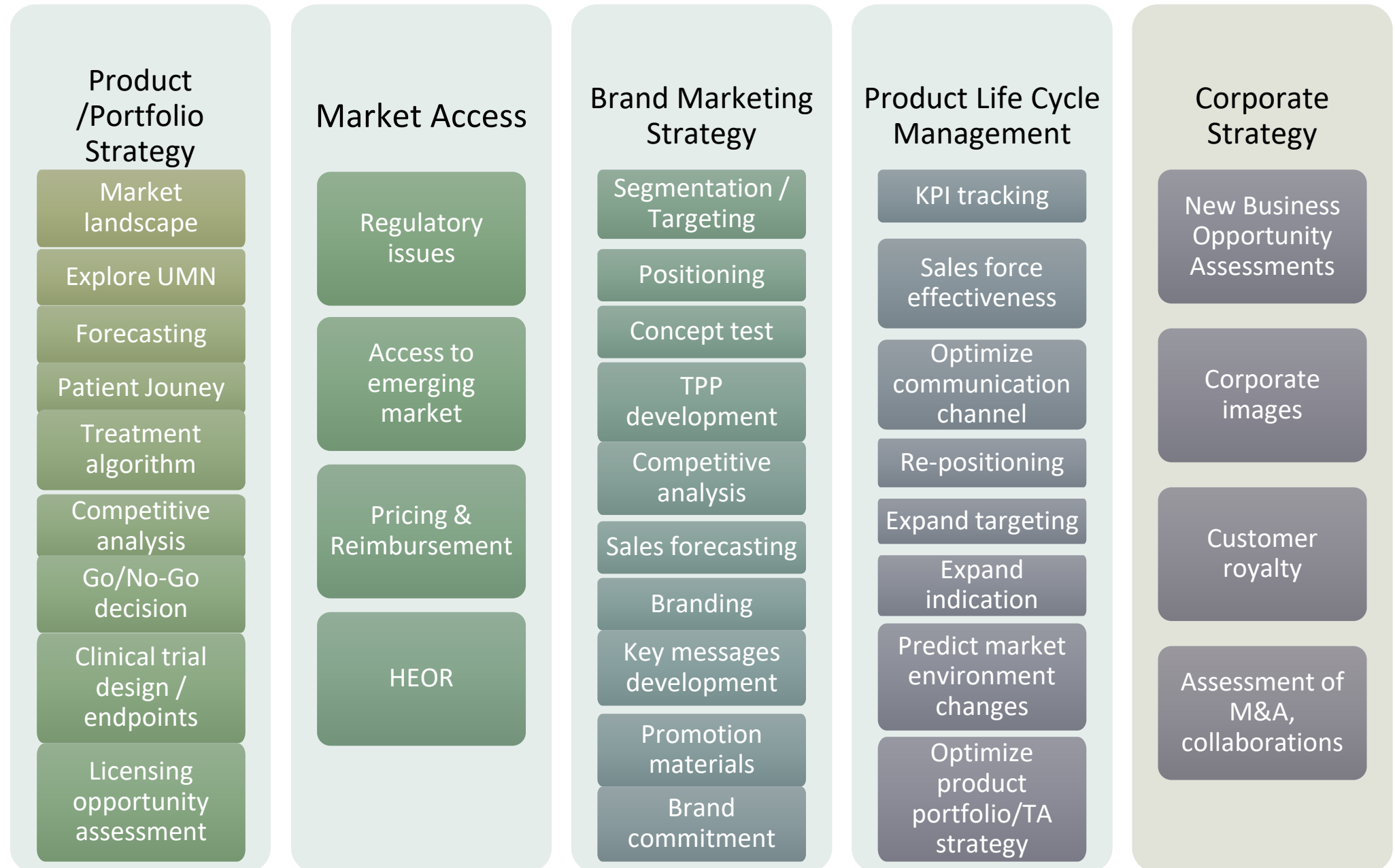


Our Network Across Asia

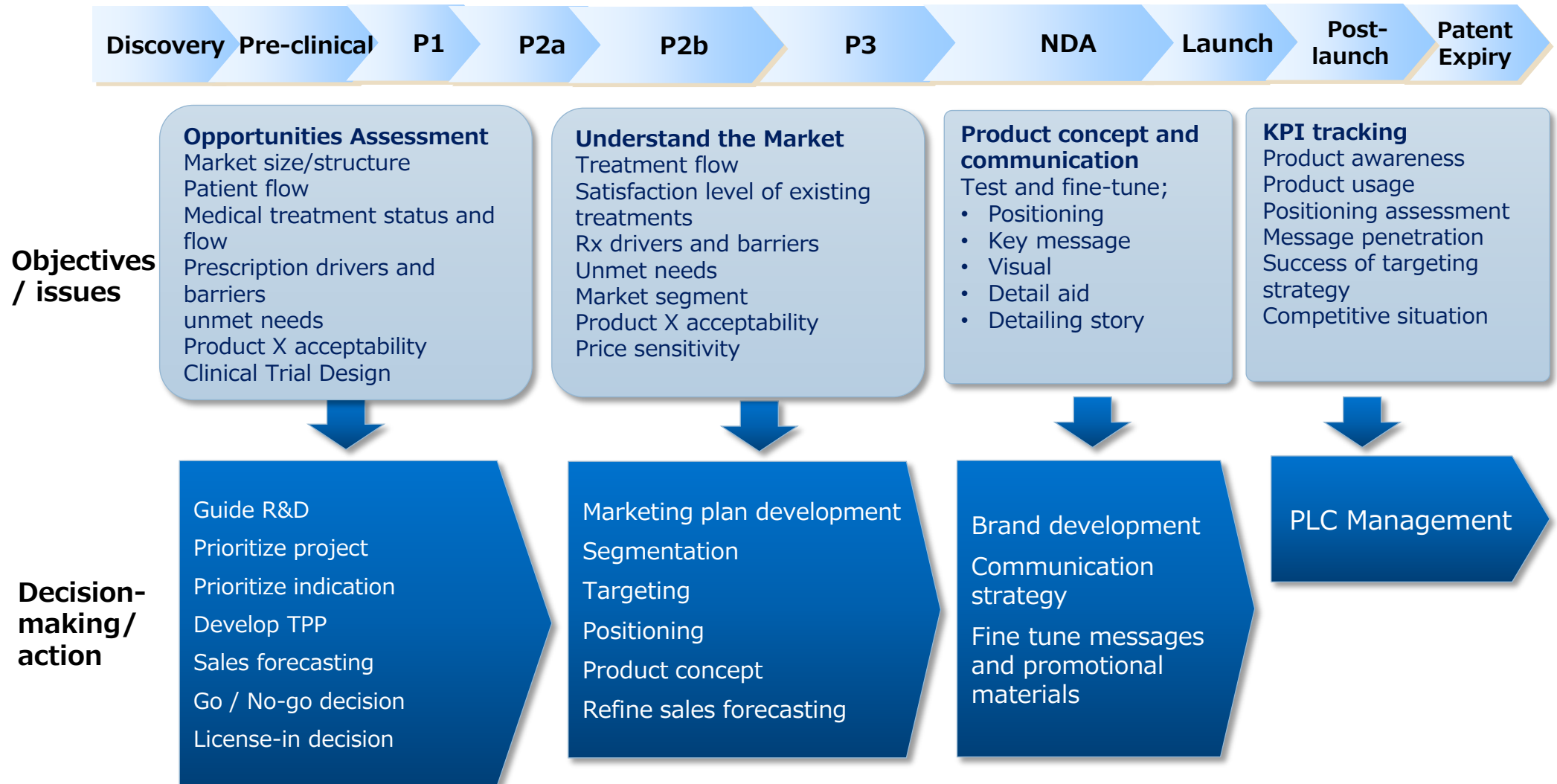
We can conduct Asia-multi-country studies through strong partnership with HOLDEN HEALTHCARE across the region



We support clients' various business issues



We support Clients dealing with their Business Issues through different phases of R&D – PLC in pharmaceuticals



Range of Research Methods

We cover all types of primary and secondary research methods

Primary Research

Quantitative

- Web survey
- Face-to-face
- Telephone
- Postal mail
- Patient Record Form



Qualitative

- In-depth interview
- Focus Group Discussion
- Ethnography/Diary etc



Secondary Research

- Desktop Research



Respondents Types We Covered

In addition to healthcare professionals, patients, and consumers, we cover broad stakeholders including academia, public offices, and industries

Doctors Specialties Covered

- General medicine
- Internal medicine
- Respiratory
- Gastroenterology
- Cardiology
- Pediatrics
- Psychiatry
- Neurology
- Psychosomatic medicine
- Nephrology
- Diabetology
- Endocrinology
- Hematology
- Endocrinology
- Geriatrics
- Rheumatology
- Allergy
- Surgery
- Orthopedic surgery
- Plastic surgery
- Neurosurgery
- Cardiovascular surgery
- Respiratory surgery
- Gastroenterological surgery
- Pediatric surgery
- Dermatology
- Urology
- Venerology
- Proctology
- Obstetrics
- Gynecology
- Ophthalmology
- Oncology
- ENT
- Radiology
- ER
- Anesthesiology
- Rehabilitation unit
- Dentistry

Hard-to-reach patients covered

Some examples include the follows but not limited to:

- Systemic lupus erythematosus
- Multiple sclerosis
- Parkinson's disease
- Crohn's disease
- Sjogren's disease
- Behcet's syndrome
- Ankylosing myelitis
- Idiopathic interstitial pneumoniaa
- Primary biliary cholangitis
- Peritoneal dialysis
- ... etc.

Other Medical professionals

- Pharmacist
- Lab technician
- Radiology technician
- IT system
- Veterinary

For more information, request for proposals,
Contact us at:

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