

SURVEYHEALTHCARE BOLSTERS EU QUALITATIVE PRESENCE WITH ADDITION OF PROJECT DIRECTOR, GLOBAL QUALITATIVE SERVICES

NOVEMBER 19, 2018, LONDON, UK: SurveyHealthcare (SHC), a market leader in custom healthcare survey solutions and online data announced today its plans to continue to maintain and strengthen EU and global client relationships with the addition of a new hire.

Fabio Musumeci has been appointed to Project Director, Global Qualitative Services for SurveyHealthcare's European division. His focus will be on qualitative research strategy and custom recruitments throughout the EU, as well as other countries as we continue to expand our international footprint. Adding more local presence in Europe combined with the strength of our team in the United States will ensure global coordination and one-stop management for international qualitative projects. SurveyHealthcare's clients will benefit from a vast array of local and international project management experience, proper compliance and consultation on each engagement.

"We are thrilled to have Fabio onboard. His skill set and expertise have already been proven to align extremely well with SHC goals and ambitions. We are confident that Fabio, with the support of the rest of our permanent staff across Europe and North America, will provide a strong contribution to the ongoing expansion of SHC's offering of local solutions to global qualitative fieldwork needs" said Antonio Tropea, Managing Director, Europe. "In fact, earlier this year, we learned through our Qualitative Satisfaction Study, that out of the 500 participants across multiple specialty groups, more than 80% were pleased with the recruitment and scheduling process, which was followed by "Offer More Surveys". They asked, and we are delivering! With Fabio now leading the EU team, we are confident to expand further our European Qualitative presence and build a stronger infrastructure to achieve continued success and growth for many years to come."

Fabio holds a Bachelor Degree in Political Science from the University of Catania (Italy), and a Professional Certificate in Marketing from the Chartered Institute of Marketing (UK). He is an active member of BHBIA Response Rate Task Force and EphMRA Fieldwork Forum. Fabio also brings 10+ years of experience within the healthcare market research sector, covering a multitude of roles within operations. He joins SHC from Kantar Health UK, where he most recently served as Senior Procurement & Compliance Manager. His role entailed securing quality and consistency throughout the project life cycle from the initial RFP stage through to project end.

ABOUT SURVEYHEALTHCARE

For over 15 years, SHC has been providing access to physicians, allied healthcare professionals, payers, decision makers and key opinion leaders around the world. It provides project management, sample access and custom survey solutions to a variety of market research firms, management consulting firms, big data companies, and a variety of other users of healthcare data collection. For more information, visit www.surveyhealthcare.com.