

SURVEYHEALTHCARE REINFORCES GLOBAL QUALITATIVE EFFORTS WITH ADDITION OF DIRECTOR, BUSINESS DEVELOPMENT & PROJECT DIRECTOR, QUALITATIVE SERVICES

FEBRUARY 18, 2019, LONDON, UK: SurveyHealthcare (SHC), a market leader in custom healthcare survey solutions and online data collection today unveiled its plans for continued investment in its Global Qualitative Services, with the appointment of Tamara Burke, as Director, Qualitative Business Development and Michela Gonano, Project Director, Global Qualitative Services. News of the hires follows on the heels of a [recent growth spurt within the client services department of their US division](#).

In her new role based out of the Company's London office, Tamara Burke will spearhead the continuous expansion of SHC's global qualitative offering, by providing expert guidance on new and innovative ways to execute complex qualitative research. As an international sales and business development leader, Tamara brings 14+ years' experience in qualitative fieldwork methodologies in the pharmaceutical and healthcare market research sector.

Tamara most recently served as Director of Business Development for Liberating Research, where she assisted in building a successful qualitative patient fieldwork agency from the ground up. Prior to Liberating Research, she served as Qualitative Head of Department for All Global Ltd, where she was responsible for recruiting and maintaining a successful qualitative fieldwork team to manage a range of methodologies and complex international healthcare studies. There, she produced the *European Guide to Payer Research* and *European Qualitative Handbook*, which were widely regarded by clients as the gold standard handbook for Qualitative EU fieldwork.

Michela Gonano will support the Qualitative team with fieldwork management by leveraging her expert operational perspective in the field of international healthcare research. She will be responsible for planning and executing all project activity, and will work in conjunction with internal team members, survey panelists, and recruitment teams in order to achieve client research deliverables. She brings 15+ years' experience overseeing the fieldwork progress with a proven record of delivery.

Most recently, Michela served as Project Manager within the healthcare division at Simpson Carpenter Ltd, London. She held additional international fieldwork management roles within full service marketing agencies throughout the UK, including Aequus Research and Harris Interactive. Michela earned her Foreign Language and Literatures degree from the University of Udine, Italy, and completed her Course of Marketing in Travel and Tourism Industry. She speaks fluent Italian and English and has a strong background in the area of linguistics and translation.

"Over the past year, SHC has had a steadfast focus in maintaining and strengthening our global client relationships and custom recruitment methods," said Antonio Tropea, Managing Director, Europe. *"In fact, in 2018 alone, we've increased our EU support staff by 300%. Our talented team of individuals bring an extensive network of local facilities, proven relationships with expert moderators, and a combined 75+ years' experience of driving projects to completion. The addition of Tamara and Michela to the SHC team reinforces our commitment to achieving quality, high standards, and collaborative client service on a global scale."*

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.