

The Research Partnership Opens in Toronto

Healthcare and pharma market research agency The Research Partnership has opened a new regional headquarters in Toronto, Canada.

The operation has been established to support the firm's Therapy KnowlEdge syndicated audit tool, which was launched in May to provide real-time patient and prescribing data from around 45,000 European and US patients per therapy area. Rheumatoid Arthritis is the latest addition to the portfolio, which also includes HIV, Asthma, CKD, and Hepatitis C.



Associate Director Katrina Johnson moved to Canada earlier in the year to run the new office, which also acts as a co-ordination hub to support other ad hoc projects across the USA.

Johnson joined The Research Partnership more than 6 years ago and for the past 2 years, she has led a team of researchers to develop Therapy KnowlEdge across Europe, North America and Latin America.

She will shortly be joined by Mei Chen Lee, who has recently completed an MSc in Marketing and Consumer studies with a focus on sensory cue effects on memory in online research. In her new role, Chen Lee will develop client services and co-ordinate North American recruitment.

The Research Partnership was founded a decade ago by Directors Mark Jeffery and Mary Assimakopoulos to offer both qual and quant approaches for licensing evaluation; market evaluation; new product development positioning, launch tracking; market sizing; product placement; and segmentation.

Web site: www.researchpartnership.com .