

2010 Xcenda and Managed Care Network (MCN) Market Research Calendar

Date	Market Research Method	Format/Location	Reach	Time
March 5	PayerPulse – Question Deadline	Web Survey ¹	50 to 70 advisors ² 75 to 150 million covered lives	Results in 2 to 3 weeks
March 18	Virtual Payer Council	WebEx/Teleconference 2-hour Focus Group or 4-hour Advisory Board	4 to 10 advisors	4 pm - 8 pm EST
April 7-10	Live MCN Satellite Meeting ³	San Diego, CA		
	Advisory Board		10 to 15 advisors	3 to 4 hours
	Market Research Session		10 to 15 advisors	2 hours
April 8	PayerPulse – Question Deadline	Web Survey	50 to 70 advisors 75 to 150 million covered lives	Results in 2 to 3 weeks
April 15	Virtual Payer Council	WebEx/Teleconference 2-hour Focus Group or 4-hour Advisory Board	4 to 10 advisors	4 pm - 8 pm EST
May 7	PayerPulse – Question Deadline	Web Survey	50 to 70 advisors 75 to 150 million covered lives	Results in 2 to 3 weeks
May 21-23	Live MCN Meeting	Philadelphia, PA– Loews Hotel		
	Pre- or Post-Meeting Advisory Board	Private Small Group Session	10 to 15 advisors	3 to 4 hours
	Market Research Session	Private Small Group Session	10 to 15 advisors	2 hours
	Market Research Session	Private Full Group Session	50 to 75 advisors 75 to 150 million covered lives	30 minutes to 3 hours
June 11	PayerPulse – Question Deadline	Web Survey	50 to 70 advisors 75 to 150 million covered lives	Results in 2 to 3 weeks
June 17	Virtual Payer Council	WebEx/Teleconference 2-hour Focus Group or 4-hour Advisory Board	4 to 10 advisors	4 pm - 8 pm EST
July 9	PayerPulse – Question Deadline	Web Survey	50 to 70 advisors 75 to 150 million covered lives	Results in 2 to 3 weeks
July 15	Virtual Payer Council	WebEx/Teleconference 2-hour Focus Group or 4-hour Advisory Board	4 to 10 advisors	4 pm - 8 pm EST
July 17-18	Strategy Council with MCN Payers and Oncology Providers	Chicago, IL		
	Advisory Board		10 to 15 advisors	3 to 4 hours
	Market Research Session		10 to 15 advisors	2 hours
August 6	PayerPulse – Question Deadline	Web Survey	50 to 70 advisors 75 to 150 million covered lives	Results in 2 to 3 weeks
August 19	Virtual Payer Council	WebEx/Teleconference 2-hour Focus Group or 4-hour Advisory Board	4 to 10 advisors	4 pm - 8 pm EST
September 10	PayerPulse – Question Deadline	Web Survey	50 to 70 advisors 75 to 150 million covered lives	Results in 2 to 3 weeks

Date	Market Research Method	Format/Location	Reach	Time
September 16	Virtual Payer Council	WebEx/Teleconference 2-hour Focus Group or 4-hour Advisory Board	4 to 10 advisors	4 pm - 8 pm EST
September 24-26	Live MCN Meeting	Chicago, IL – Palmer House Hilton		
	Pre- or Post-Meeting Advisory Board	Private Small Group Session	10 to 15 advisors	3 to 4 hours
	Market Research Session	Private Small Group Session	10 to 15 advisors	2 hours
	Market Research Session	Private Full Group Session	10 to 20 advisors	25 minutes
	Pre- or Post-Meeting Advisory Board	Private Small Group Session	50 to 75 advisors	30 minutes to 3 hours
October 8	PayerPulse – Question Deadline	Web Survey	50 to 70 advisors 75 to 150 million covered lives	Results in 2 to 3 weeks
October 13-16	Live MCN Satellite Meeting	St. Louis, MO		
	Pre- or Post-AMCP Advisory Board		10 to 15 advisors	3 to 4 hours
	Market Research Session		10 to 15 advisors	2 hours
October 21	Virtual Payer Council	WebEx/Teleconference 2-hour Focus Group or 4-hour Advisory Board	4 to 10 advisors	4 pm - 8 pm EST
November 5	PayerPulse – Question Deadline	Web Survey	50 to 70 advisors 75 to 150 million covered lives	Results in 2 to 3 weeks
November 6-7	Strategy Council with MCN Payers and Oncology Providers	Marina del Rey, CA		
	Advisory Board		10 to 15 advisors	3 to 4 hours
	Market Research Session		10 to 15 advisors	2 hours
November 18	Virtual Payer Council	WebEx/Teleconference 2-hour Focus Group or 4-hour Advisory Board	4 to 10 advisors	4 pm - 8 pm EST
December 10	PayerPulse – Question Deadline	Web Survey	50 to 70 advisors 75 to 150 million covered lives	Results in 2 to 3 weeks
December 16	Virtual Payer Council	WebEx/Teleconference 2-hour Focus Group or 4-hour Advisory Board	4 to 10 advisors	4 pm - 8 pm EST

Anytime	StatPulse – results received after 5 to 7 days	Web Survey	Based on client need	10 to 20 questions
Anytime	Advisory Board	Based on client need	Based on client need	Based on client need
Anytime	National Strategy Council	In-person, WebEx, or Teleconference	Based on client need	Based on client need
Anytime	One-on-one, in-depth interviews	Teleconference or In-person	Based on client need	30 minutes to 1 hour per interview

Footnotes:

1. PayerPulse is a subscription service with flexible plans that accommodate between 10 to 100 questions annually, although typically no more than 10 questions can be asked per survey.
2. Reflects a typical yield for responses within 2 to 3 weeks.
3. Satellite Meetings are conveniently scheduled before and/or after the spring and fall Academy of Managed Care Pharmacy national meetings.

Contact Tim.Regan@xcenda.com for more information.