

TIMELY INSIGHT INTO WHAT MATTERS MOST TO TODAY'S DENTISTS.

The quarterly OMNIDEN™ online omnibus survey is an efficient, confidential and flexible way for you to survey dental professionals and obtain the answers you need, when you need them. The setup costs of each OMNIDEN™ survey are shared among participating clients, meaning you can undertake highly effective market research at a fraction of the cost of custom surveys.

Developed by dental research specialists, OMNIDEN™ surveys 1,000 U.S. dentists and specialists annually, using online research techniques that engage participants and enable the inclusion of images and multimedia. All survey results are completely confidential and exclusive to each client.

GAIN A DEEPER INSIGHT INTO THE DENTAL INDUSTRY

OMNIDEN™ supports a full range of question formats, including single and multiple-choice questions; numeric questions; and open-ended questions. Unlike phone surveys, you can also incorporate images and multimedia into your concept and ad copy test questions. OMNIDEN™ also includes eight classification questions at no additional cost to provide a deeper insight into your market, including age, gender, years of dental practice, and dental practice size.

The more engaging experience provided by OMNIDEN™ online omnibus surveys, through the inclusion of rich multimedia elements, lets you undertake more complex research and increases overall response quality.

A BETTER RESPONSE: AFG RESEARCH HAS FOUND THAT DENTAL PROFESSIONALS IN THE MAJOR DENTAL MARKETS HAVE HIGH RATES OF INTERNET ACCESS AND ARE EAGER TO PARTICIPATE IN WEB-BASED SURVEYS.

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KEY FEATURES:

- Comprehensive question formats, including images, audio and video
- Flexible, cost-effective online research
- Confidential, reliable results and analysis
- Engaging, easy-to-use online surveys for full, accurate responses
- Large sample of 1,000 U.S. dental professionals annually (250 quarterly)
- High-quality, accurate responses

DENTISTS AND SPECIALISTS PREFER ONLINE SURVEYS

An online omnibus survey lets respondents participate at their convenience, greatly reducing non-response error and increasing response rates and sample representativeness. AFG Research has found that dental professionals in the major dental markets have high rates of Internet access, have a strong preference for online research methods, and are eager to participate in web-based surveys.

OMNIDEN™'s accessible, user-friendly interface engages survey participants and guides them through the more complex questions to ensure full, accurate responses.

HOW OMNIDEN™ WORKS

The OMNIDEN™ online omnibus survey collects valuable, confidential quantitative market research data from 250 dental professionals every quarter on behalf of different clients. Clients reduce their research costs by purchasing fully-customized questions in the omnibus survey instead of developing an entire custom survey.

There is no limit to the number of questions you can ask, and the price of inclusion of each question is always the same regardless of its complexity. From submitting your questions to receiving your results by email, the whole process takes just 30 days. With OMNIDEN™, you can undertake everything from a regular pulse-check of the dental industry to ad campaign tracking to product feature evaluation.

OMNIDEN™ TIMETABLE

Deadline for submitting questions	February 1	May 1	August 1	November 1
Questionnaire design start date	February 3	May 3	August 3	November 3
Questionnaire programming start date	February 10	May 10	August 10	November 10
Fielding start date	February 15	May 15	August 15	November 15
Analysis start date	February 25	May 25	August 25	November 25
Results delivery (basic deliverables)	February 28	May 30	August 30	November 30

Note: If any date indicated above falls on a Saturday, Sunday or U.S. holiday, the scheduled activity will take place on the next business day.

WHO CAN BENEFIT?

This is just a selection of the many groups within the dental industry that can benefit from the OMNIDEN™ online omnibus survey:

- **Dental manufacturers**
Determine the level of awareness of different brands; test different product feature sets; assess the needs of a particular market; perform concept tests; and more.
- **Media outlets and dental associations**
Generate news stories from exclusive surveys and research ideas for articles and features. Gain a deeper insight into the dental industry.
- **Advertisers and marketing managers**
Test everything from ad copy, logo recognition and new product ideas to different product names, positioning statements and entire ad campaigns.



CONTACT

For additional information about this new online omnibus survey or other AFG Research service offerings, please contact your local sales representative:

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ABOUT AFG RESEARCH

AFG Research is an independent full service market research, data mining, statistical analysis, and consulting organization to both consumer and business-to-business companies. We develop and apply advanced research and data analysis methodologies to a wide array of marketing and business problems.

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