



**Facts from our 15 years
of successful projects**



Your qualitative healthcare partner in Spain

Bringing expertise to qualitative healthcare research

We are trusted experts in healthcare and feel confident that our extensive knowledge will add value to your project. Our success lies in the fact that everyone on our team has extraordinary knowledge of the Spanish healthcare system, and we all share a vision to secure your maximum satisfaction.



15 years of experience

2,800 studies

+ 30,000 respondents

415 different diseases

421 patient studies

322 KOL / payor studies

We work towards one goal: ensuring the success of your research project. To do so, we have created an **outstanding in-house team** that works together to provide all the services you need for your qualitative projects.



WITH THE HIGHEST LEVEL OF SATISFACTION ACROSS ALL OUR SERVICES*

*Average score on the Customer Satisfaction Questionnaires: PM, moderation, recruitment, advice... all items over 4.8 out of 5



Consolidated experience in all treatment areas

HEALTHCARE



The added value of our extensive experience lies in the fact that all work is done by our long-standing in-house team. We have gained considerable know-how over time, making us real experts capable of successfully handling any therapy area.

+25,000

IN-DEPTH INTERVIEWS



+ 415

DIFFERENT DISEASES



All therapy areas

- 385** Oncology
- 284** Autoimmune
- 228** Infectious Diseases
- 182** Onco-Haematology
- 169** Neurology
- 156** Endocrinology
- 119** Ophthalmology
- 108** Respiratory
- 96** Cardiology
- 81** Psychiatry
- 67** Nephrology

2,800
STUDIES

All diseases

- 108** Diabetes
- 79** Rheumatoid Arthritis
- 76** HIV
- 76** NSCLC
- 66** Psoriasis
- 57** Breast Cancer
- 56** Multiple Sclerosis
- 51** Haemophilia
- 50** Multiple Myeloma
- 47** Asthma
- 44** Crohn's Disease

Delivering powerful insights



Our team of internal moderators will commit completely to your project. Marta Tallada and Elisabet Beltran, the company founders, head up the TAB team of qualitative researchers. With over 20 years of experience behind us, we have become a point of reference for healthcare moderation in Spain.



“Marta made the CL day a very pleasant experience. She is highly experienced and commits to delivering the best on every project”

MARTA TALLADA
Director & Moderator

“Elisabet is a great moderator. Her understanding of our needs and the research goals were clear in her thoughtful moderation and probing”

ELISABET BELTRAN
Director & Moderator

“Marta was very prepared and involved. She was very pro-active and shared feedback after each interview which was very helpful to the team”

MARTA YBARGÜENGOITIA
Moderator & Analyst

“Once again Néstor did a great job and clients were very happy with his moderation”

NÉSTOR DOMÈNECH
Moderator & Analyst



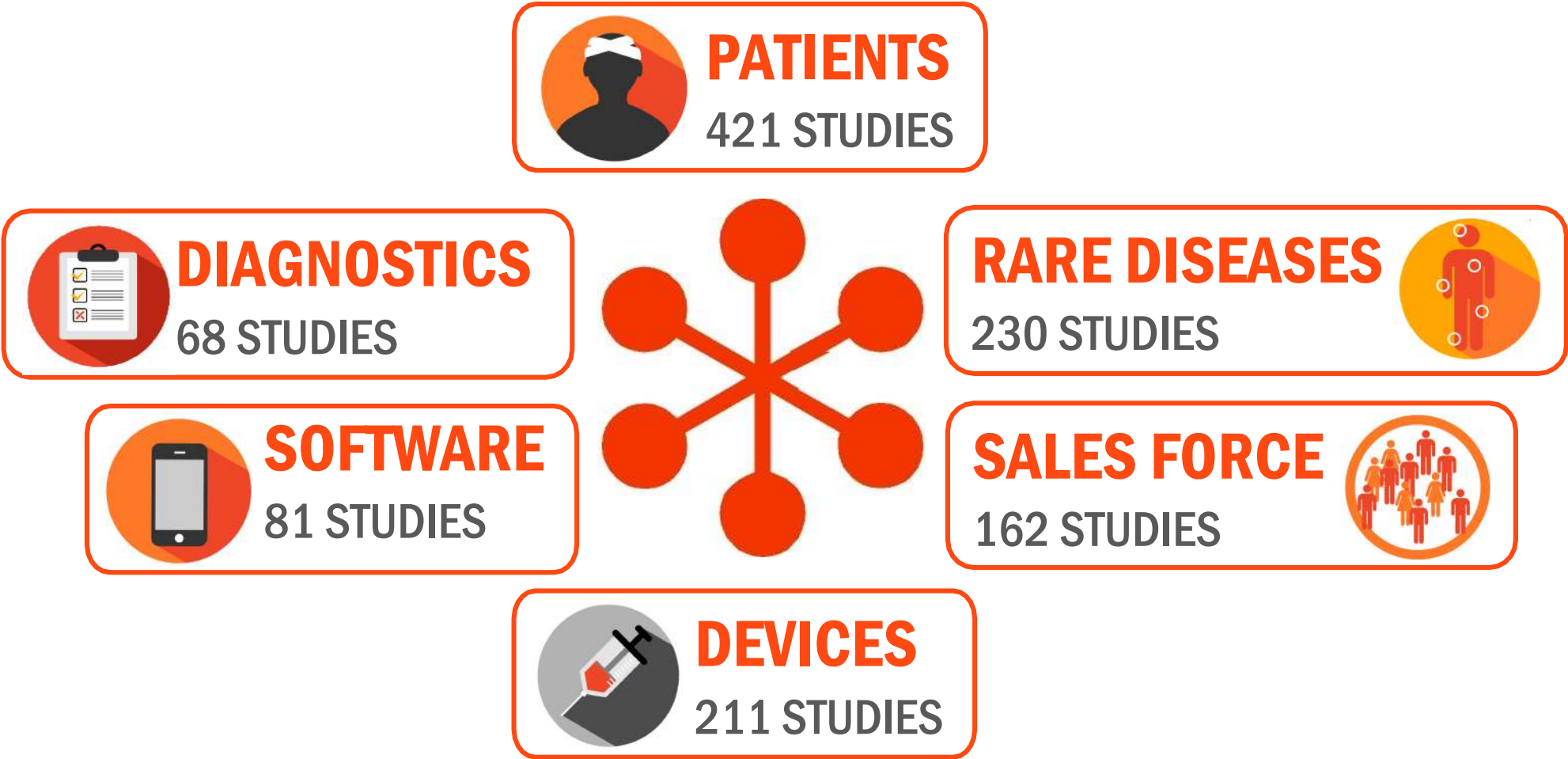
MODERATORS TEAM

+30,000
HOURS OF
MODERATION

Extensive experience in high complexity studies



We are not only experts in the traditional market research areas, but we've also specialised in new emerging niches.



Interviewing patients to gain full understanding

PATIENTS



Pharmaceutical companies have an increasingly patient-centred approach. The patient is also priority for us, as their view is key to understanding the disease. The high volume of studies we have completed ensures our moderators are extremely experienced interviewing sensitive targets and get the most for your project.

+5,288

INTERVIEWS WITH PATIENTS

421
PATIENT
STUDIES

+ 79

PATIENT ASSOCIATIONS
ACTIVELY COLLABORATING WITH TAB

66 STUDIES (n=227)
RARE DISEASES

FABRY (n=35)
HAEMOPHILIA (n=21)
HAE (n=20)
IPF (n=20)

52 STUDIES (n=298)
AUTOIMMUNE

PSORIASIS (n=86)
CROHN'S (n=78)
ANKYLOSING SP. (n=40)
PsA (n=35)

35 STUDIES (n=200)
NEUROLOGY

PARKINSON'S (n=79)
NARCOLEPSY (n=41)
MULTIPLE SCLER. (n=34)
MIGRAINE (n=23)

34 STUDIES (n=164)
ONCO-HAEMATOLOGY

LEUKAEMIAS (n=23)
BLADDER CANCER (n=21)
LYMPHOMAS (n=21)
PROSTATE CANCER (n=18)

28 STUDIES (n=302)
ENDOCRINOLOGY

DIABETES (n=191)
OBESITY (n=63)
HIGH CHOLESTEROL (n=19)
GROWTH HORMONE (n=15)

Consult us for more information on our experience in multiple other areas

Looking inside patients

PATIENTS



How can we delve into the patient's most intimate experiences? In qualitative research, the need for techniques that depart from the rational discourse is a challenge. TAB's moderators have the skills, knowledge and training to obtain a good understanding of what diseases really mean for people.



Drawing by Begoña, patient diagnosed with OCD, depression and anxiety

Head Swapping *"Someone tells me: 'It is all in your head'. As if to say 'blame it on your thoughts'. It's that easy. I feel angry and frustrated. I can't switch my brain off. Is there any device to remove my thoughts? I can only think of one thing: head swapping. Let's see what you can do"*

PROJECTIVE TECHNIQUES

CREATIVE TECHNIQUES

ETHNOGRAPHIC RESEARCH

HUMAN FACTORS

Illustration and text taken from a workshop using drawings as a form of expression to understand what happens inside mental illness.

You can access the full study on:
<https://www.tabhealthcare.com/>

Rare disease studies demand specific strategies

RARE DISEASES



To guarantee the success of rare disease projects it is essential to understand how the health system of each autonomous region is organised. We work towards earmarking reference centres and expert physicians. It is also necessary to work hand in hand with the associations to guarantee the success of patient studies.

230

STUDIES WITH ALL TARGETS

HCPs, PATs & CGs, PAGs, PAYORS.

75

**DIFFERENT
DISEASES**

66

STUDIES WITH PATIENTS

231 PATIENTS INTERVIEWED

Acromegaly, Alpha-1 Antitrypsin Deficiency, Alport Syndrome, Amyloid Polyneuropathy, Amyotrophic Lateral Sclerosis (4), Angelman Syndrome, Atypical Haemolytic Uremic Syndrome, Autoimmune Encephalitis, Beta-Thalassemia, Bronchiolitis Obliterans Syndrome, Cerebrotendinous Xantomatosis (4), Chronic Inflammatory Demyelinating Polyneuropathy, Complement 3 Glomerulopathy, Congenital Generalised Lipodystrophy, Cushing's Syndrome, Cutaneous T-Cell Lymphoma, Cystic Fibrosis, Dravet Syndrome, Duchenne Muscular Dystrophy (6), Eosinophilic Esophagitis, Erythropoietic Protoporphyrinuria, Fabry Disease (8), Familial Amyloid Cardiomyopathy, Familial Mediterranean Fever, Follicular Lymphoma, Fragile X Syndrome, Gaucher's Disease (4), Glut-1 Deficiency Syndrome, Gorlin Syndrome, Haemophilia A (33), Haemophilia B (3), Hereditary Angioedema (10), Hereditary Transthyretin Amyloidosis (4), Hereditary Transthyretin Cardiomyopathy (7), Huntington's Disease, Idiopathic Pulmonary Fibrosis (12), Idiopathic Thrombocytopenic Purpura (5), Immunoglobulin A Nephropathy, Interstitial Lung Disease, Lennox-Gastaut Syndrome (5), Light Chain Amyloidosis, Long-Chain Fatty Acid Oxidation Disorders, Membranoproliferative glomerulonephritis, Myasthenia Gravis, Multiple System Atrophy (10), Mycosis Fungoides (4), Myelofibrosis (5), Narcolepsy, Neuro-Endocrine Tumours, Neuromyelitis Optica Spectrum Disorder, Noonan Syndrome, Paroxysmal Nocturnal Haemoglobinuria (5), Phenylketonuria (4), Pompe Disease, Porphyria, Prader Willi Syndrome, Primary Hyperoxaluria, Primary Immune Complex-Mediated Membranoproliferative Glomerulonephritis, Primary Immunodeficiency (4), Retinitis Pigmentosa, Rett Syndrome, Secondary Immunodeficiency, Sézary Syndrome, Spinal Muscular Atrophy (10), Systemic Mastocytosis, Systemic Sclerosis, Tay Sachs, Thrombotic Thrombocytopenic Purpura, Tuberous Sclerosis Complex, Urea Cycle Disorder, Von Willebrand Disease, Waldenstrom's Macroglobulinaemia, Warm Autoimmune Haemolytic Anaemia, Wilson's Disease (5), X-Linked Hypophosphatemia (5).

In brackets the number of studies conducted (only including diseases with over 3 studies)

Devices in the disease experience



We have a strong background in a wide range of device types, using a qualitative approach to gain an in-depth understanding of the user's thoughts. Device studies are essential to understand both the experience of the patient and that of the professional who uses increasingly sophisticated equipment to do their job more precisely.

211
DEVICE
STUDIES

52
ADMIN. EQUIPMENT
Pen devices, pumps, inhalers, SC devices, PAP ventilation systems,...

41
INJECTABLE IMPLANTS
Dermal fillers, intravitreal implants, micro bypass stents, botulinum toxin,...

34
IMPLANTABLE DEVICES
IOLs, implantable cardioverter defibrillators, transcatheter aortic valve implantation,...

32
DURABLE EQUIPMENT
3D visualization systems, femto-second lasers, phaco-emulsification systems,...

13
CONSUMABLES
Peripheral IV catheters, feeding tubes, pen device needles, gloves, drug administration bags,...

11
METERS
Continuous glucose monitoring systems, ovulation predictor tools,...

9
WOUND CARE
Dressings (foam, gel), compressions,...

8
SURGICAL INSTRUMENTS
Energy devices, surgical sealers, stapling devices, surgical mesh,...

6
ASSISTIVE TECHNOLOGIES
Clear aligners, metal ceramics, bone graft prostheses,...

5
PACKAGINGS
Vials, biosimilar packagings, blisters, packaged filters,...

Experts in the latest technology developments

SOFTWARE



The use of technology is transforming the way medical care is provided. The increasing use of apps and telemedicine is changing the relationship between patients and professionals, and the use of AI will create new future scenarios.

81
SOFTWARE
STUDIES

34 STUDIES
DIGITAL SERVICES

Digital engagement strategies, educational apps for HCPs / patients, digital access points, patient pathway services, tools to facilitate dialogue between patients and doctors,...

23 STUDIES
TELEHEALTH

Patient digital systems connected with HCPs, telemonitoring of chronic patients, use of video-consultations, virtual nurse assistants, apps to monitor treatment outcomes,...

18 STUDIES
HOSPITAL SOFTWARE

Nurse call systems, clinical decision support systems, digital pathology solutions, collaborative care dashboards in NICU,...

6 STUDIES
ARTIFICIAL INTELLIGENCE

Digital therapy based on AI, AI in electronic medical records, AI in diagnostics and Tx decisions in prostate cancer,...

Deep understanding of diagnostic techniques

DIAGNOSTICS



Diagnostics studies require moderators with extensive technical knowledge and the ability to navigate highly complex areas. Our considerable experience guarantees a comprehensive view, meticulously recruiting key players not commonly involved in MR in the past: pathologists, nuclear medicine specialists, molecular biologists, geneticists,...

+65
DIAGNOSTICS
STUDIES

NON-INVASIVE

MOLECULAR LAB (19)

NGS, single biomarkers (cancer, CV disease), genetic tests, WES & WGS

CLINICAL LAB (13)

Allergy, autoimmune, biochemistry, immunology, microbiology, therapeutic monitoring, tumour markers

IMAGING (8)

CT scan, lung perfusion scan, MRI, SPECT, X-ray, ultrasound, PET scan

RAPID TESTING (5)

Microbiology, diabetes, coagulation, general

PATHOLOGY LAB (2)

Histology, IHC

INVASIVE

ENDOSCOPY (9)

Colonoscopy, laryngeal endoscopy, hysteroscopy, cystoscopy

BIOPSY (8)

Bone marrow biopsy, lung biopsy, bladder biopsy

ULTRASOUND (4)

Transvaginal ultrasound, endoscopic ultrasound

Proven experience in Sales Force Evaluation



Pharmaceutical companies want to know how to optimise their in-field marketing strategies. We have extensive experience in observational ethnographic studies and the evaluation of the effectiveness of their commercial actions.

+2,000 ETHNOS
WITH LAB SALES FORCES
= 12,000 HOURS OF DIRECT OBSERVATION

162
ETHNOGRAPHIC
STUDIES
WITH LAB
SALES FORCES

110 STUDIES
REPS

24 STUDIES
MSL

16 STUDIES
MARKET ACCESS

12 STUDIES
HEAD OFFICE

Ethnographic studies with lab sales forces in all kinds of therapy areas

- 26** Cardiology
- 25** Infectious Diseases
- 24** Respiratory
- 19** Autoimmune Diseases
- 13** Oncology
- 10** Endocrinology
- 8** Rare Diseases
- 6** Aesthetics
- 6** Psychiatry
- 5** Nephrology
- 5** Neurology
- 5** Onco-haematology
- 5** Fertility
- 4** Gastroenterology
- 2** Pain Management
- 2** Infections
- 2** Ophthalmology
- 2** Urology

You can read more about us at: <https://www.tabhealthcare.com/>

“We have really high expectations when working with TAB that all elements run super smoothly and efficiently from previous experiences”

“I like working with the team as they are very dedicated always. Thanks for the hard work and look forward to future collaborations!”

“TAB, for us, sets us a benchmark for excellence in fieldwork”

“You are one of the few agencies we can always trust to do a great job time and time again”

“My colleagues and I have a very high opinion of TAB and whenever we need to work on qualitative projects in Spain, TAB is always our first choice”

“TAB are one of, if not the, best agency we work with and are the point of reference for how we judge all other FW partners”



A motivated team of trusted experts in healthcare