

Ipsos MORI Health Continues To Strengthen Offering

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LUCY OWEN JOINS TO ENHANCE QUAL & Rx OFFER

Ipsos MORI has announced this week that Lucy Owen has joined the company's specialist healthcare division as Associate Research Director, bringing qualitative and further prescription drug expertise to the expanding division.

Lucy joins with strong healthcare sector market research experience, having spent the past five years leading both domestic and large-scale multi-country studies.

With specialized and future looking knowledge in the ethical, diagnostic, and medical device markets, as well as a focus on embracing innovative qualitative and quantitative research techniques, she will work with both new and existing clients to provide additional strategic marketing insights.

Lucy's specific areas of expertise include cardiology, dermatology, diabetes, gastroenterology and oncology. Lucy will be working from Ipsos MORI's offices in Harrow and will report to Karen Swords, Director, Ipsos MORI Health.

Commenting on Lucy's arrival, Karen said:

“Our clients are increasingly demanding a consultative approach, with the benefits of a global network and incorporating knowledge or techniques gained from other sectors. The specialist knowledge that Lucy brings to our team will enable the division to further support the specific needs of the diverse range of healthcare clients we service.”

Lucy added:

“Having worked for a wide range of healthcare companies, what impressed me most about Ipsos MORI Health was the ability to offer all clients a specialised, consultancy approach backed by the resources of the world's third largest survey based research company. I am delighted to be taking up this exciting role and to be contributing to a forward looking and expanding team.”

Lucy comes to Ipsos MORI during a period of sustained and rapid growth within its healthcare division. Just last month the division announced the appointment of Richard Habis as Business Development Director and the promotion of seven year Ipsos MORI veteran Karen Swords to Director, both supported by parallel appointments of research executives in their respective teams.