

THE HENNE GROUP

Summary

We specialize in the full range of marketing research, strategic planning, and communications services. With a proven track record of nearly 40 years, THG offers exceptional competencies in all aspects of custom research, strategic planning, social marketing, and the management of issues, relationships, and reputation.



Core Competencies

We are a full-service market research organization. .

- Survey data collection: online, telephone, or in-person
- Quantitative
 - CATI-equipped telephone stations
 - Voxco CATI software equipped
 - FedRAMP-compliant Qualtrix survey research platform
- Qualitative
 - Recruitment and scheduling
 - Focus group moderation
 - In-depth interviewing
- Study Design and/or Consulting
- Questionnaire and moderation guide development
- Statistical Analysis: SPSS, SAS, C++, Visual Basic
- Executive Interviews and Usability Studies
- Multi-language capabilities including Spanish, Mandarin/ Cantonese, Vietnamese, Tagalog, Korean
- In-House Survey Programming and Data Collection
- Report Writing and Presentations

Differentiators



Decades of experience conducting surveys, focus groups, in-depth interviews and usability studies.



Expertise in many therapeutic areas, including HIV, CVD, sexual functioning, urology, and autoimmune disorders.



Sectors include pharmaceuticals, healthcare, C-Suite Executive studies.



Specialize in highly segmented, hard-to-reach populations as well as low income populations.



Sensitive and confidential topic discussions.



Experience in government contracting, Internal Review Boards, and protecting data.

CODES

Federal INS: 94-3224400

DUNS Number: 09-039-5141

NAICS Code: 541613 Marketing Consulting Services

CAGE Code: 3AZB3

Past Performance

Agency/Prime	Dates	Contract Amount
Centers for Medicare and Medicaid Services / Research Triangle International	2013-2015	\$677,279
Centers for Medicare and Medicaid Services/ Research Triangle International	2013-2015	\$325,206
U.S. Environmental Protection Agency	2011- 2013	\$103,466
National Science Foundation / The Regents of the University of California	2011	\$281,865
U.S. Securities and Exchange Commission	2008-2010	\$676,489

Clients



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