



Research. Strategy. Communications.  
**THE HENNE GROUP**



# A RESOURCE FOR RESEARCH, STRATEGY, AND COMMUNICATIONS

**The Henne Group** (THG) specializes in the full range of marketing research, strategic planning, and communications services. With a proven track record of over 25 years, THG offers exceptional competencies in all aspects of custom research, strategic planning, social marketing, and the management of issues, relationships, and reputation.

We got our start pioneering the use of research to guide behavior change communications in the early days of the HIV epidemic. The knowledge and experience we gained in those years formed the foundation for the expertise and services we provide today.

THG professionals have decades of combined experience influencing public opinion and behavior. While we have unique expertise addressing sensitive and complex issues in public health, healthcare, and environmental conservation, our experience also covers a wide range of other public policy and business issues as well. You can rely on THG to understand exactly what you need and to respond with solutions that will increase your impact and strengthen your brand.

## COMMITMENT TO PARTNERSHIP

At THG, we believe that the most effective way to work is by providing our clients with what they want but rarely get: real partnership. We will work to clearly understand what you need and stay personally involved with you through every step of your project.

## CUSTOMIZED SOLUTIONS

Our clients depend on the fact that we overlook nothing and customize everything. What differentiates THG is that we never use a cookie-cutter approach in any of our work. Your projects are unique, and so are the solutions we develop for you.

## CRITICAL THINKING GROUNDED IN EXPERIENCE

THG professionals are strategic, innovative thinkers. Our clients prize our ability to see possibilities that others miss and suggest options that others don't think of. And because we are seasoned professionals, we know how to translate ideas into practical, usable solutions that deliver the results you need.

## THE HENNE GROUP – CORE COMPETENCIES

### Customized Qualitative and Quantitative Research Services

**THG is a leading national research organization. We specialize in all aspects of study design, survey instrument design, data collection, and analysis.**

**Grounded in social science and evidence-based practice, we have successfully completed thousands of qualitative and quantitative research projects for a variety of business, government (federal, state, and local), academic, and not-for-profit clients. While many of our projects are large-scale undertakings with difficult-to-implement procedures, we are equally experienced in handling smaller, straightforward undertakings. Whatever your research needs, we'll be able to tailor a solution that's right for you.**

- **Focus Groups, In-Depth Interviewing, and Other Qualitative Research**

THG offers exceptional recruiting, moderating, and analytic services to meet all your qualitative research needs. Excelling in qualitative projects with highly-segmented, often hard-to-reach populations, THG utilizes a diverse group of moderators and recruiting specialists to match any need.

- **Survey Data Collection**

THG offers comprehensive data collection services using telephone, Internet, or mixed-mode interviewing. With 50 Computer Assisted Telephone Interviewing (CATI) stations in San Francisco and Wyoming, THG has the capacity to field multiple concurrent projects. Our commitment to rigorous training and supervision yields above-average response rates. THG conducts interviews in English, Spanish, Mandarin, Cantonese, Vietnamese, and Korean, as well as other languages.

- **Executive Interviewing**

THG is skilled at reaching and engaging senior-level executives and has conducted thousands of interviews with executives and government officials.

- **Cognitive Testing Research Instruments**

THG offers pre-testing, diagnostics, and refinement of survey research instruments through advanced cognitive testing.

- **Patient-Reported Outcome Instrument Development**

THG specialists can develop and evaluate patient-reported outcome (PRO) instruments. We can also help qualify these instruments with the Food and Drug Administration (FDA). By carefully listening and capturing patient feedback during the qualitative phase of these projects, THG is able to develop an instrument that accurately covers and measures important patient concerns and outcomes. During the quantitative phase of development, THG can validate these instruments. Ultimately, PRO instruments developed by THG can be qualified by the FDA for use as a primary, co-primary, or key secondary endpoint in clinical trials.

- **Usability Studies**

THG has worked with a variety of businesses and website development companies to conduct usability testing for both new and existing websites as well as technology and software.

### Strategy

**THG's senior executives are all exceptional strategists who can help your organization optimize opportunities for success and mitigate issues that would otherwise be detrimental to your organization.**

- **Strategic Analysis**

THG objectively analyzes situations and political, business, and social environments to provide critical context for your planning process.

- **Setting Strategic Direction**

THG professionals can help your organization focus its energy to increase effectiveness and cost savings or, when necessary, help adjust your direction in response to a changing environment. We have particularly strong expertise organizing and facilitating formal planning processes that are grounded in both primary and secondary research.

- **Creating Internal Action Plans**

At THG, we believe that taking the steps to gain the full and enthusiastic support of your employees is essential for the successful implementation of a strategic plan. We can help your managers create an internal action plan, communicate and implement it effectively, and then give them the tools they need for measuring its success.

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## Strategic Communications

**By combining traditional public relations practices with today's more specialized tactics, THG significantly increases your organization's ability to have impact and influence in the marketplace.**

- **Public Relations**

Media relations, customer relationship management, marketing, and constituency outreach are the fundamental tools of public relations. THG professionals have years of experience applying these practices to help our clients tell their story in a way that increases awareness and generates results.

- **Environmental Intelligence**

THG's focus on environmental intelligence allows you to quickly understand how developing and changing trends in public opinion might affect your business – knowledge that makes a critical difference in developing your immediate and long-term responses. Because we constantly review relevant data sources, you can improve your core business practices and avoid being caught off-guard by new developments.

- **Relationship Management**

THG can help your organization significantly improve its customer relationship management. We specialize in identifying and defining key stakeholders and opinion leaders, building and maintaining long-standing strategic relationships, and proactively communicating with all constituencies critical to your success.

- **Social Marketing**

At THG, we believe in the power of social marketing to change lives for the better. Social marketing, when practiced correctly, is the ideal discipline to affect both individual and community-level behaviors. THG professionals have planned, implemented, and evaluated some of the country's largest and most influential social marketing campaigns. We can do the same for your organization.

- **Reputation Management**

At THG, we know that there are three steps in reputation management: measure and track perceptions among your key stakeholders, develop strategies to ensure your communication objectives will be achieved, and track opinions as new strategies and procedures are implemented. Communicating early and often with your key stakeholders will help you determine whether shifting opinions are having an impact on your core mission and values. If you do detect an undesired shift in perceptions, we can help you create a response that puts your communication strategy back on track. Finally, we can show you how to measure results so you know that your efforts have been successful.

- **Issues Management**

THG professionals excel at carefully and deliberately analyzing the issues that impact your business and delivering a strategic response that includes a full range of options for you to pursue. We'll tell you when the best option is to remain in a reactive mode, when it is time to take action and how, and when a more assertive response should be taken.

- **Agenda Setting**

THG can help your organization achieve results in building awareness, salience, and urgency for your cause, product category, or health related mission.

- **Enterprise Communications**

THG professionals can ensure your internal communications are framed and positioned for clarity and impact. We work with you to prepare your best resource – your organization's employees – to become your most effective advocates.

- **Evaluation**

In the real world, evaluating the impact of behavior change campaigns is fraught with complexities that can mask or inflate actual changes in behavior. THG professionals take evaluation research well beyond the standard approach of tracking studies to isolate true changes and their relationship to your campaign.



**Offices in San Francisco and New York**  
**Data Collection Centers in San Francisco and Wyoming**

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As a CASRO member, we subscribe to the  
*Code of Standards and Ethics for Survey Research*  
established by the Council of American Survey Research Organizations.

