



**THE HENNE GROUP**  
Research. Strategy. Results



## Solutions

**Quantitative** - Survey data collection:  
online, telephone, in-person, mail

**Qualitative** - Recruitment, Focus Group  
moderation, In-depth interviewing

**Study Design and Consulting**

**Questionnaire and Moderation Guide Development**

**Needs Assessment and Evaluation**

**Statistical Analysis** - SPSS

**Executive Interviews and Usability Studies**

**Multi-Language Capabilities** - Most European & Asian Languages

**In-House Survey Programming and Data Collection**

**In-House Panel** - 15,000 members representing population segments  
such as LGBTQ+ adults, patients with rare conditions, medical professionals, and  
more

**Contact Center Support Services** – Hotline (esp. public health), patient  
scheduling, contact tracing, Tier 1 tech support

## Your Research Partner

The Henne Group (THG) offers a full range of market research services, bringing exceptional competencies in all aspects of custom research and contact center support.

We offer unique expertise on the complex issues of influencing public opinion and behavior especially related to health care, public health, public policy and pharmaceutical projects.

Since 1986, The Henne Group has specialized in study design, survey instrument design, data collection, and analysis. Grounded in social science and evidence-based practice, we have successfully completed hundreds of quantitative and qualitative research projects. Many of our projects are large-scale undertakings with complex and often difficult-to-implement procedures.

### CORE VALUES

Accuracy

Flexibility

Transparency

Collaboration

## Clients Served

Government  
Agencies

Universities

Not-for-profits  
& NGOs

Healthcare  
Organizations

National  
Research  
Organizations

Pharmaceutical  
& Biotechnology  
Companies





## Recent Projects

### Populations with HIV

Various studies - PLHIV treatment and HIV prevention

### Evaluation Projects

Designed to assess project effectiveness and other impacts.

### Public Health

Broad regional Covid-19 testing project for a university consortium

### Pharmaceutical

Qualitative projects with rare disease populations

### Hotline

State-wide projects for (Covid-19 vaccine and data privacy breach)

### Rural Populations

General population health study across predominantly rural state

### LGBTQ+

Qualitative and quantitative projects - sexual and general health

### Contact Tracing

Covid-19 contact tracing for a state department of health

## Affiliations

THG is a small business as defined by the Small Business Administration and is registered as a Local Business Enterprise with the San Francisco Human Rights Commission. We are a certified LGBT Business Enterprise registered with the National Gay & Lesbian Chamber of Commerce. We hold memberships with the International Society for Quality of Life Research (ISOQOL), and the Insights Association, the trade association that sets ethical standards for survey research organizations.



## CONNECT WITH US

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