



**Schlesinger Associates
&
The Research House**

P R E S S R E L E A S E

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SCHLESINGER ASSOCIATES ANNOUNCES JOINT VENTURE WITH INSPIRE - A LEADING PATIENT AND HEALTH-FOCUSED SOCIAL NETWORK

Schlesinger Associates, the leading data collection company and provider of marketing research focus group facilities, has launched

InspireOpinions, a unique online patient health and wellness community, through its joint venture with Inspire, a company that builds and manages online health and wellness communities.

This partnership combines the healthcare data collection experience and extensive panel capabilities of Schlesinger Associates with the additional resources of Inspire's diverse community of over 100,000 panel members to provide online surveys for qualitative healthcare research.

Amber Leila Jones, previously of Schlesinger Associates, Global Management Solutions, heads up this new venture as Executive Vice President bringing to the role a wealth of healthcare research experience.

Commenting on the venture, Steve Schlesinger, CEO, Schlesinger Associates said, *"This partnership is a very important step forward in expanding and enhancing our healthcare qualitative and quantitative services to our clients. We believe that the live community nature of InspireOpinions will bring a truly unique offering for researchers seeking to connect with patients and healthcare professionals."*

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Brian Loew, CEO, Inspire, added, *"We are delighted by the value that this venture will bring to the market research community. Each Inspire member belongs to at least one of 170 different health and wellness communities, with topics ranging from cancer and rare disease groups to more general health conditions like diabetes and arthritis groups. I am convinced that the highly engaged members of our community panels will bring a wealth of patient and caregiver insight to these conditions."*

Inspire partners with national healthcare organizations such as the Discovery Health, The National Osteoporosis Foundation and the Ovarian Cancer National Alliance.

-ENDS-

Background Information

www.InspireOpinions.com

About **Schlesinger Associates**

Schlesinger Associates has US facilities in Atlanta | Boston | Chicago | Chicago O'Hare | Dallas | Houston | Los Angeles | New Jersey | New York | Orlando | Philadelphia | Philadelphia Bala Cynwyd | Phoenix | San Francisco. UK facilities - The Research House Central London | Wimbledon.

Schlesinger Associates was established in 1966 and has provided qualitative and quantitative data collection in the US for over 40 years and specializes in healthcare research. Schlesinger Associates & The Research House Viewing facilities are worldwide top-rated viewing facilities. (Impulse Survey 2009)

Schlesinger Associates is a member of the following associations:
AMA, CASRO, CMOR, ESOMAR, MRA, PBIRG, PMRG, QRCA,

Main Executives

Steve Schlesinger, CEO

Mike Sullivan, President

www.SchlesingerAssociates.com

About **Inspire**

Inspire partners with the most respected health non-profit organizations to provide safe, secure, online health and wellness communities in which patients, families, friends and caregivers connect with one another for support and information.

Main Executive
Brian Loew, CEO

www.inspire.com

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