



## NEW INSIGHTS SERVICE LAUNCHED FOR HIGHLY DYNAMIC PHARMACEUTICAL MARKETS

*Spherix Global Insights, GmbH introduces RealTime Dynamix, a new rapid turnaround service for industry monitoring and insights*

**August 13, 2015 – Zug, Switzerland** - Spherix Global Insights announces the launch of *RealTime Dynamix*, its new monthly service developed to keep clients on the pulse in highly dynamic specialty markets. *RealTime Dynamix* combines large scale primary market research with unparalleled market understanding to dig deeper and seek out the latest opinions and controversies that are impacting a specialty.

According to Dr Bonnie Bain, Senior Vice President of Commercial Operations at Spherix Global Insights, "*RealTime Dynamix was created with biopharmaceutical decision-makers in mind and addresses a fundamental business challenge that they face each day – how to quickly turn the increasing amounts of data that they receive into real, actionable insights.*"

The *RealTime Dynamix* service is managed by a team of Franchise Heads who have extensive client-side experience in biopharmaceutical brand management and strategic marketing, coupled with a passion for the specialty markets that they cover. This means that they intimately understand each market and can effectively partner with clients to extract the maximum benefit from this service. In addition, Spherix Global Insights is able to tap into its proprietary network of physicians and patients which allows not only a rapid turnaround for *RealTime Dynamix* but it also ensures a high quality respondent base that is engaged in the research process.

*RealTime Dynamix* is now available to clients, with services covering diseases in nephrology, neurology, rheumatology and pulmonology.

### About Spherix Global Insights

Spherix Global Insights is a newly established business intelligence and market research company headquartered in Zug, Switzerland with US offices in Cambridge, MA. Our aim is to apply our commercial experience and unique relationships within core specialty markets to translate data into insight, enabling our clients to make smarter business decisions.



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For more information about *RealTime Dynamix* or other services in the Dynamix portfolio, please visit [www.spherixglobalinsights.com](http://www.spherixglobalinsights.com)



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