

# WALLER HALL RESEARCH

A DIVISION OF THE HENNE GROUP

## Summary

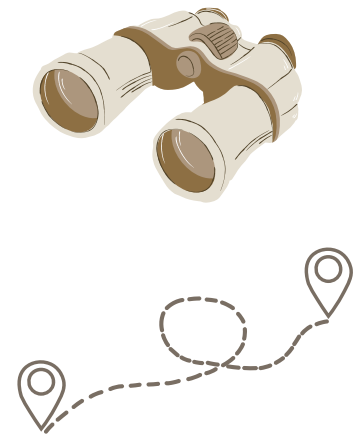
Wyoming-based Waller Hall Research specializes in the full range of marketing research, strategic planning, and communications services. With a proven track record since 2009, WHR offers exceptional competencies in all aspects of custom research, strategic planning, social marketing, and the management 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



## Clients



# Differentiators



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



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



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



Sensitive and confidential topic discussions.



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



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	Contract Amount
Centers for Medicare and Medicaid Services Research Triangle International	Conducted hundreds of focus groups across the country with Medicare and/or Medicaid beneficiaries. Groups in English, Spanish and other languages in rural and urban areas.
Centers for Medicare and Medicaid Services Research Triangle International	Recruited and moderated hundreds of focus groups with medical providers, beneficiaries, and other stakeholders in six different states for 3 waves.
U.S. Environmental Protection Agency	Recruited multiple focus groups and in-depth interviews in different regions gathering opinions about rivers and streams.
National Science Foundation / The Regents of the University of California	Data collection via web and phone (mix mode) from senior management at companies cross the US.
U.S. Securities and Exchange Commission	Full design, data collection and analysis of a survey among C-Level and managers from hundreds of companies in support of a SEC study.

# Contact

Jeff Henne, President  
office@wallerhallreseach.com

6648 5th Avenue North  
Greybull, WY 82426  
(307) 213-6168

