

NEWS

Celebrating 5 Years of Business

July 5th 2016 marks an important milestone for Aurum Research. It's officially our 5th year of being in business! It's been an exciting five years, and we're looking forward to many more to come. Did you know that only 44% of businesses survive the first 5 years? That gives our business a great reason to celebrate each and every one of the "early years." We hope our customers may take a special pride in knowing they helped us get off the ground.

Time has gone by so quickly but in looking back, we have grown and accomplished so much. We have a lot to celebrate and be thankful for. Our list of services has grown over the past 5 years to meet our clients' needs and to reflect the changing pharmaceutical landscape.

In celebration of reaching this milestone and to be sure we're telling our story as best we can, we've undergone some refreshes, ourselves.

Our website: We've worked to refine our website to new standards so it can be easily accessed also by mobile phones and multiple browsers. We also wanted to be sure that everyone who comes across our website can find what they need and quickly. Take a look around and let us know what you think!

Extended offers: One unique area that we're really proud of is our newly founded center of excellence, where we combine for each study our decades of experience in the health care arena to a superb blend of research and marketing knowledge for insightful recommendations. We also launched the Spectrum Academy to share this knowledge with our clients from marketing and market research for making better business decisions in the healthcare area.

A comment we hear from so many of our clients is, "Oh wow, I didn't realize how much you really do here" or, "Oh really? I didn't know you did that!" All of our research activities are customized to clients' needs and requests, so often the full scope of our work isn't obvious at first glance! Our first goal is to make our clients shine!

To celebrate, all month long, we're giving our clients, new and old, a 5% discount on our professional fees on any new projects! All you have to do is mention this post, and the discount will be applied to any market research project you start with Aurum in July 2016.

Best Regards

Alexander Rummel