

**For Immediate Release**

May 14, 2009

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**Two State College Market Research Firms Form Strategic Alliance**

STATE COLLEGE, PA – Two State College, Pennsylvania research firms, Diagnostics Plus and Market Insight, have announced today that they are entering into a strategic alliance with one another and will be combining operations. The two firms have collaborated on an ad hoc basis in the past, but this new move will strengthen and solidify the existing relationship.

Jim Fong, President of Diagnostics Plus stated, “We are pleased to be able to work together with Market Insight to offer all of our clients a wider range of services. We are particularly excited by their long history in the medical and pharmaceutical industry and the online space. I am personally thrilled to be able to represent both of these great companies in the market place.” Fong will continue to serve as President of Diagnostics Plus, but has also been named a Director for Market Insight.

“We are excited to be working with Diagnostics Plus, and for the benefits that this relationship will bring to our clients. We have always offered top quality services, but the reality of today’s economy means we have to be more creative to deliver cost effectively for our clients. We are thrilled to be able to offer some new services to our clients through Diagnostics Plus,” says Marlene Hutchison, Managing Director for Market Insight.

The two firms will continue to operate a fully-staffed call center in State College staffed for medical, business-to-business and consumer research projects. Both have been in business, and operating in the State College community, for over 20 years. They will now operate under one roof at the 1333 S Allen Street location. Diagnostics Plus also has an office in Pittsburgh, Pennsylvania. Clients should continue to contact their usual account person for new projects or proposals.

Market Insight is a market research firm located in State College, Pennsylvania. The company is in its twentieth year of operation and specializes in medical, business-to-business and consumer studies for research consultants in service of medical device/equipment manufacturers, pharmaceutical companies and other healthcare focused clients. The company offers a wide range of services including qualitative recruiting, online and telephone surveys, programming/hosting and cross-tabulation of data. Market Insight also has HealthInsights, a growing panel of healthcare professionals. Additional information can be found at [www.mkt-insight.com](http://www.mkt-insight.com).

Diagnostics Plus is a full service market research firm located in State College, Pennsylvania. The company is in its twenty-second year of operation and specializes in business-to-business research and employs twenty research professionals. The company offers a wide range of research services including market research, employee/corporate assessments, new product development research, survey and focus

group research and competitive intelligence. Additional information can be found at [www.diagnosticsplus.com](http://www.diagnosticsplus.com).

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