

Expert Studies

We can use our extensive network of researchers and academics to match you with the right expert to conduct studies backing your client's position. Hard data about fiscal, human, or environmental impacts can drive a legal or media campaign—but it must be timely, accessible and on-message. To ensure the delivery of prompt, accurate research, we manage the process every step of the way:

- **IDENTIFY APPROPRIATE EXPERTS**

We have built a direct contact and referral network that enables us to call upon credentialed specialists in a vast array of medical, legal, and scientific fields. Before doing any outreach, we ensure that we know what the expert has written on issues concerning our client and how this research is regarded in his field.

- **PUBLIC RECORDS AND FINANCIAL DOCUMENTS**

We meet in person with every expert we work with to discuss the project and why we believe their past research is in sync with the client's goal. Through these meetings, we can establish expectations and act as a surrogate for client interests.

- **PROVIDE RESEARCH SUPPORT**

As appropriate and requested, we provide support to the experts we identify. This involves tasks like archival retrieval, library research, editing and fact checking. As part of this process, we also work to help our specialist researchers understand how detractors might characterize their conclusions.

- **PROMOTE THESIS CLARITY**

As needed, we work with commissioned experts to make sure their central theses can be understood by laymen and conveyed in media-friendly terms.