

Covid Testing Decision Makers

| **TARGET:**

Purchasing Administrators

| **MARKET:**

US

| **METHODOLOGY:**

60-Minute Telephone/ Web IDI

SPECS:

College/university officials (top preference would be someone from the Broad Institute)

- Officials in charge of school-related COVID testing operations and have to have insights on how COVID testing is billed

Military Officials

- Officials (regardless of military types) in charge of COVID testing and understand how COVID testing is billed/covered

Administrators/managers/leadership in big corporations/employers

- Experts have to work at large corporations (such as Amazon or FedEx) and have insights in company-organized/initiated COVID testing (either ongoing testing or future testing plan) and how their employer bills/covers COVID testing. Employers do not need to be in healthcare - ideally in manufacturing or other labor-intensive, in-person operations needed by businesses

SAMPLE PROFILES:

- COVID Testing Coordinator at Tulane University
- Director, COVID-19 Testing and Service Center (CTSC) at Northern Arizona University
- COVID-19 Testing Coordinator at Bethel University
- Head of Internal Audit & COVID-19 Response at T. Rowe Price
- Chief, Covid Testing Branch at San Francisco Department of Public Health
- COVID Response Leader at TEKsystems