



## **CASRO Institute for Research Quality Announces ISO Certification of Kantar Health**

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**For Immediate Release**

**For More Information**  
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**Port Jefferson, NY** – The CASRO Institute for Research Quality (CIRQ) has awarded certification to Kantar Health, a global healthcare consulting firm based in New York, for compliance to the **ISO 20252 Standard** for Market, Opinion and Social Research.

The scope of Kantar Health’s certification applies to primary and secondary healthcare market research, including qualitative and quantitative methodologies performed in the following countries/regions: US, UK, Germany, France, Italy, Spain, Australia, China, India, Malaysia, MENA (Gulf Cooperation Council (GCC), Saudi Arabia, Morocco, Algeria, and Egypt), Singapore, South Korea and Taiwan.

“Receiving ISO 20252 certification is the culmination of a year-long quality initiative undertaken by Kantar Health and ensures that clients receive the benefits of a global and consistent approach toward quality. Securing global ISO certification for Kantar Health demonstrates how serious we are in delivering high-quality, consistent research and a unified quality standard,” said global compliance and quality director Jessica Santos, Ph.D. “Through our global network of quality coordinators, our healthcare clients are assured that every research and consulting project we undertake is completed to the highest and most rigorous research standards.”

ISO 20252 establishes globally recognized terms, definitions, and service requirements for project management in research organizations. Processes outlined in ISO 20252 are designed to produce transparent, consistent, well-documented and error-free methods of conducting and managing research projects.

Adherence and certification to such standards provides a basis of confidence for clients and other constituencies that the work produced is being executed with quality processes and controls in place. Implementation of this ISO standard improves an organization’s productivity and efficiency by creating clear lines of accountability, reducing errors and rework, shortening cycle times, and reducing costs. The internationally recognized standard also provides a basis for subcontractor evaluation and can enhance global competitiveness.

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### **About CIRQ**

CASRO formed [CIRQ](#) (The CASRO Institute for Research Quality) to provide assessment and certification services to research firms seeking certification to ISO 20252 and/or ISO 26362. CIRQ, a non-profit entity, is committed to providing timely, thorough, and impartial assessments of its customers' quality management systems in order to make a determination regarding certification to ISO 20252 and/or 26362. All CIRQ auditors have extensive experience in the research industry. CIRQ has been established in compliance with all ISO requirements for certification bodies that provide auditing and certification services for ISO 20252 and 26362. In order to conform to its mandate of objective and impartial audits to these ISO standards, CIRQ is independently operated and managed under the oversight of an Advisory Board and submits to an annual audit to ISO/IEC 17065 Standard for Conformity assessment *Requirements for bodies certifying products, processes and services* by external authorities on ISO certification bodies.

### **About Kantar Health**

[Kantar Health](#) is a leading global healthcare consulting firm and trusted advisor to many pharmaceutical, biotech, and medical device and diagnostic companies worldwide. It combines evidence-based research capabilities with deep scientific, therapeutic and clinical knowledge, commercial development know-how, and brand and marketing expertise to help clients evaluate opportunities, launch products and maintain brand and market leadership. Its 700+ healthcare industry specialists work across the product lifecycle, from preclinical development to launch, acting as catalysts to successful decision-making in life sciences and helping clients prioritize their product development and portfolio activities, differentiate their brands and drive product success post-launch.

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