

## Expert Network Providing Nearly Instant Access

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**Primary Global Research** is touting a new service that lets clients communicate directly with experts at the drop of a hat, rather than at times set way in advance. The channel, ExpertPulse, is similar to following someone on **Twitter**.



Ward Carey

Expert networks are the fastest growing segment of research contributing \$300 million to the \$1.8 billion independent research industry, according to a study by **Integrity Research**. They link investors with key players in the fields they cover--such as doctors in the health care industry.

"Having a direct interaction with an industry expert is, in many aspects, priceless. You can't get that level of transparency and insight from a report with numbers," said a New York-based hedge fund manager. Sessions are scheduled to ensure that the expert is fully available to talk with the client. The information exchanged is also monitored by PGR for compliance purposes, noted **Ward Carey**, principal.

ExpertPulse is part of the three-pronged network portal that also includes industry data that are automatically processed, tagged and then published to a client's web-based interface and insights from in-house PGR analysts.

PGR has abandoned the traditional research payment model for a data-based one. The bundled service package which includes network access, in-house research and the ExpertPulse real-time data stream is sold through a subscription model and the pricing varies in the range of \$200,000 to \$1 million per year depending on the verticals and number of users utilized. The option of purchasing only ExpertPulse is still being determined but will probably be between \$50,000 and \$200,000. --**Meredith Lepore**