



# CORONAVIRUS. THE PRECAUTIONS SCHLESINGER GROUP IS TAKING.

Updated March 15, 2020

**Schlesinger Groups considers the health and safety of its clients, partners, and employees to be of paramount importance. In response to the increasingly concerning situation relating to Coronavirus, below is a summary of the precautions our Group is taking.**

## What is Coronavirus?

Coronaviruses (CoV) are a large family of viruses that causes illnesses ranging from the common cold, to more serious diseases such as SARS. The novel coronavirus is a new strain identified in China in 2019, and has been officially named as COVID-19 by the World Health Organization. The main symptoms of COVID-19 are a cough, high temperature, and shortness of breath.

## Where can I find Current Information about Coronavirus?

Information is available through the [CDC](#) or [World Health Organization](#) and local government health departments and agencies.

## How is Schlesinger Group monitoring the situation?

Schlesinger Group's leadership has been monitoring the coronavirus outbreak daily since it emerged, and will continue to do so. A cross-functional international team is monitoring information from the U.S. Centers for Disease Control and Prevention and the World Health Organization, as well as tracking news reports and governmental guidelines in all areas and countries where we have operations and conduct business.

## What precautionary action is Schlesinger Group Taking?

The company is taking extra precautions to enhance the safety of our clients, partners, and employees. We have put into effect an emergency preparedness plan for offices that are closed and are making preparations in the event that any further offices are closed.

### Travel Restrictions

1. Schlesinger employee business travel is restricted to essential business trips only, and all business travel will require senior management approval.
2. Any employee traveling to an impacted area (for work or personal), must work from home for 14 days before returning to the office.

## In-Person Respondent & Client Screening Precautions

1. Additional screening questions have been added to all screeners for in-person/in-facility projects. Any respondent who has traveled to an impacted area or has come into contact with someone who has been exposed to the Coronavirus will be disqualified for in person research.
2. Any respondent with any symptoms of or similar to Coronavirus will screen out.
3. Where respondents visiting our facilities have not been recruited by our team, the client will be asked to confirm that the same screening questions will be asked.
4. Any client who has traveled to an impacted area will be asked to monitor the research online and not visit the office.

## Schlesinger Focus Group Facility Precautions include:

1. Additional facility and office cleaning has been put in place.
2. All Schlesinger Group and Focus Pointe Global facilities/offices are stocked with additional soap, hand sanitizer, and disinfected wipes (to the best of our ability as some locations have limited access to these supplies).
3. Individually wrapped snacks and food items will be provided versus plated food or snacks.
4. Individual meals will be encouraged versus platters and will be served as delivered unless plating is requested.
5. All candy dishes/treat baskets have been removed from all facility waiting rooms and common areas. Extra care is being taken when serving or sharing any food within the office or facility.
6. All magazines, paper pamphlets, or other paper materials have been removed from all facility waiting areas and client rooms.
7. Tablecloths, napkins have been removed and replaced with disposals products
8. Everyone entering the office will be encouraged to exercise good health practices.

## Personal Precautions Communicated to Our Employees

We are encouraging everyday preventive actions to help prevent the spread of respiratory viruses, including:

1. Wash your hands often with soap and water for at least 20 seconds. If soap and water are not available, use an alcohol-based hand sanitizer.
2. Avoid touching your eyes, nose, and mouth with unwashed hands.
3. Avoid close contact with people who are sick.
4. Stay home when you are sick.
5. Cover your cough or sneeze with a tissue, then throw the tissue in the trash.
6. Clean and disinfect frequently touched objects and surfaces.

## Alternative Research Methods.

For clients obliged to or preferring to avoid in-person methods, Schlesinger Group supports the following solutions:

- A brand range of **online methods** for conducting both qualitative and quantitative research, including telephone interviews, online focus groups, and online in-depth interviews.
- We are also highly adept and managing **hybrid solutions** with a single point of contact.
- **Streaming solutions** through FocusVision.

## Business Continuity Plan

- To support the continuity of our services, including recruitment and project management, we have we have triggered our **business continuity plan**, where appropriate, for our employees to work from home with full connectivity and data security. All essential services including operations, information technology and corporate services are continuing as usual. In the event a facility is required to close, we will continue business by switching entirely to providing online solutions for our clients.

## Cancellations and Postponements

We will do our best within reasonable business considerations to fully support our clients during this period. Cases for cancellations and postponements will be reviewed on an individual project basis. Our teams will work with you to help overcome project challenges relating to Coronavirus and support alternative solutions to meet your study objectives. Together, we will find a solution. Please review our [Terms and Conditions](#) in advance of booking your study and consult with your Account Manager if you have any concerns about your project.

## Discussing Coronavirus in Relation to your Marketing Research

We are here to help in the planning and execution of your important research. If you would like to discuss this topic

### Project-Specific Conversations:

Please contact your Project Manager or your Account Manager

### Broader/Longer-Term Research Plans

Your Account Manager

**or** Terri-Lyn Hawley T. +1 (617) 542-5500 E. [Terri-Lyn.Hawley@SchlesingerGroup.com](mailto:Terri-Lyn.Hawley@SchlesingerGroup.com)

### Schlesinger Global Qualitative

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