



GfK Healthcare

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Flexible resources, responsive to your evolving challenges:
Marketing research built for you



Redefining efficiency

in health care marketing research

- **The realities of today's marketplace demand a new model for conducting efficient and effective marketing research**

GfK Healthcare is redefining efficiency in health care marketing research by assembling into one agency the best-in-class qualitative and quantitative marketing researchers from across the industry. We've harnessed a wide array of skill sets previously housed in three separate GfK health care companies and brought them together into one organization to deliver greater value, seamless service and unmatched innovation to you.

With resources to meet your brand's needs at every phase in its life cycle – from pre-development qualitative research to tracking its success in the market – GfK Healthcare is the world's leading provider of fully integrated health care marketing research. And with a 275-member team of health care research consultants and support staff in the United States, complemented by 250 other health care colleagues in GfK offices around the globe, we are also one of the largest marketing research agencies in the industry.

But being big doesn't mean being slow to move or bureaucratic. On the contrary, our size allows us to put our strength to work and bring new efficiency to the world of health care marketing research.

GfK Healthcare has the critical mass to cover more therapeutic areas and invest in the development of more unique marketing research techniques than any other agency. Our resources enable us to handle research assignments of any scope – from single-focus domestic projects to large-scale global and cross-company research programs and initiatives, such as agency of record relationships.

For you, this translates into a greater efficiency that comes from partnering with an agency that can readily shape its resources to meet your every need, and most importantly, can leverage insights gleaned from one phase of research and integrate them into the next – all the while providing consistency in design, fielding, analysis and reporting.



Flexible resources responsive to your evolving challenges

- Our fully integrated toolkit provides ready access to the research building blocks you need and the power to carry programs through with consistent quality and expert knowledge

Experience the benefits of entrusting your health care marketing research to an agency where you can leverage the broadest range of capabilities available – spanning the full continuum of custom and multi-client research – to serve your brand throughout its life cycle; an agency where the transition from exploratory qualitative research to in-depth quantitative research is seamless; an agency where the breadth of marketing research resources is surpassed only by the depth of methodological talent and therapeutic knowledge of the dedicated team that designs and builds a research program exclusively for you.

Experience GfK Healthcare.

Custom Qualitative Techniques & Products

- AnthroPulse™ (Ethnography)
- CAST™ (Wargaming)
- CDP™ (Positioning)
- Information Architecture™ (Messaging)
- MAPP™ (Patient Flow)

Custom Quantitative Techniques & Products

- Concept MeasuresSM
- KOL Influence Mapping™
- Promo MeasuresSM
- QCC™ (Conjoint Analysis)
- SAMM-E™ (Market Event Modeling)
- Strategic Choice ModelingSM
- Strategic Messaging OptimizerSM
- UniterSM (Multi-Stakeholder Analysis)

Multi-Client Research Tools

- Therapeutic Class Studies
- 40-Plus Categories
- Physician, Patient & Managed Care

Sales Force Effectiveness Tools

- Detail Tracker™
- Detail Watch™
- Fastape™
- Segment Tracker™

MedSurg Insight™ Device Research

- Market Assessment
- Product Development & Enhancement
- Launch & Promotion Improvement

Roper Global Diabetes Program

- Global & European Patient Studies
- Pre-Diabetes Studies
- Latino Studies

Using our portfolio of flexible research building blocks, GfK Healthcare assembles marketing research programs focused on providing the insights necessary to support informed decisions for any business challenge you face. A sampling of the research we conduct to help fortify brands at every stage, from pre-development through in-market, includes:

- Key Opinion Leader Research
- Concept Testing
- Buying Process Research
- Market Landscape & Assessment
- Market Segmentation
- Product Optimization & Positioning
- Message Optimization
- Payor Research
- Patient Records Research
- Promotional Effectiveness
- Message Tracking
- Awareness, Trial & Usage Tracking
- Brand Equity Tracking
- Sales Force Effectiveness

Marketing research **built for you**

- **Flexible client service models structured to meet your specific needs, enabling you to tap the most relevant resources and collaborate in any capacity**

GfK Healthcare organizes and optimizes resources in any configuration to best align with your objectives. We collaborate with you the way *you* want to do business:

- Single Point of Contact
- Dedicated Research Teams
- Consulting Engagements
- Complete Programs (Tracking, Segmentation)

At the start of an engagement, we listen to your needs and provide our expert counsel in order to bring together the best combination of professionals to move your project forward with success. Every team has at its core a dedicated key account manager as well as an assembly of the most appropriate methodological and therapeutic category experts. Your research project is further supported by the industry's largest marketing science department, staffed by the brightest and best innovators and the industry's largest field services organization, skilled in both domestic and global research.

With an expert committed team in place, you are assured the unparalleled level of service, responsiveness and sense of urgency that today's fast-moving world demands.

A key benefit of GfK Healthcare's critical mass is our ability to serve clients in any number of capacities outside the course of typical project work. We are well equipped and well experienced in handling long-term assignments, including:

- Onsite Staffing Support
- Agency of Record Relationships
- Offshoring Engagements

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587 Skippack Pike
Blue Bell, PA 19422

Phone: 215.283.3200
Fax: 215.283.3201

healthcare.inquiries@gfk.com
www.gfkhc.com

120 Eagle Rock Ave., Suite 200
East Hanover, NJ 07936

Phone: 973.599.3500
Fax: 973.599.3501

1060 State Road
Princeton, NJ 08540

Phone: 609.683.6100
Fax: 609.683.6355