



KJT 411

News & Events

Don't miss KJT Group's 2017 webinars! Join us Thursday, January 26th at 12pm EST for a Healthcare Reform Update presented by KJT Group President, Ken Tomaszewski, PhD, MS. This webinar will review President Elect Trump's seven points of expected healthcare reform and provide a high level overview of the expected impact on market research for the pharmaceutical, medical device and insurance markets. To register for this webinar and to view the complete 2017 schedule, visit www.kjtgroup.com.

Monthly Insight

According to a [recent study](#), one in six Americans take antidepressants or other psychiatric drugs.



Design Considerations for Research with Public Release – Part 1

Looking to share the results of your study publicly? Research intended for public release has different goals than traditional market research and different aspects to consider in the design phase. At KJT Group, we follow guidance from the American Association for Public Opinion Research (AAPOR) and National Council on Public Polls (NCPP) in determining how to conduct research designed for public release. In order to effectively launch your public release with optimal impact, it is important to ask in the beginning (before finalizing the design) - **Who is the target audience and what is the goal?** With press releases, the results need to be valuable enough to be news-worthy and engage the audience, which begs the next question - **What could we say with the data that would be news-worthy?** While the notion, if it bleeds, it

leads is often true, other news-worthy content can be just as effective if it is educational. For example, a recent radio broadcast shared study results that doctors often do not recommend a vaccine in order to avoid uncomfortable talks with parents of pediatric patients. The broadcast then outlined tips on how to talk about the vaccine during a visit. This was salient and informational for both the doctors and parents and broadcast on a popular radio show during a time where this specific target audience would be more likely to hear it while making their morning commute.

Once you have identified the key audience, goals, and news-worthy messages, the next step is to work backward through the questions in the survey - **What questions do we need to ask to be able to make these claims?** Gaps in

the results undercut your ability to make claims. Therefore, it is imperative to outline the questions to address the needed information in the design phase. In the broadcast example, each point made requires a specific question in the survey. As you can see, the design phase requires extensive planning, but leads to more impactful public releases.

While this was a radio broadcast example, these questions can be applied to publications in peer-reviewed journals, which have even more questions to cover during the design phase in order to be published (see these our next issue!). Next time you have a project aimed for public release, consider asking these questions during your design phase to ensure a successful public release. - *Coty Reisdorf, MA, Research Associate*



The African Dream: Future Land of Opportunity for Pharma

In a continent that may very often be overlooked lies vast opportunity and unparalleled market growth for pharmaceutical companies. As more established markets become more competitive and experience stagnating growth, companies have to branch out in order to increase revenue and sustain growth. For many, this has meant exploring new countries in already familiar parts of the world but for some, this journey has led to the ever-growing African market.

In 2003, the value of Africa's pharmaceutical market was \$4.7 billion and in just a decade this number quadrupled to \$20.8 billion, which represents a compounded annual growth rate (CAGR) of 16%. This value is projected to rise even further with forecasts for the year 2020 ranging from \$40 billion at a conservative estimate to a more optimistic estimate of \$65 billion. From a starting point of 2013, the 2020 estimates represent CAGRs of 10% and 18%, respectively.¹

To put this in context, while the US market is estimated to reach a staggering value of about \$550 billion by 2020, this represents a more modest CAGR of 6% from a similar starting

point. The EU-5 (Germany, France, Spain, UK, Italy) is estimated to reach a combined value of about \$200 billion by 2020 with a CAGR of 4% from 2013.^{2,3}

For pharmaceutical companies attempting to enter the market, Africa's daunting size and 54 different countries, each with its unique ethos, may seem like an arduous prospect. Fortunately, the majority of Africa's projected growth comes from just 15 countries and specifically 30 cities among those countries. This allows for a targeted effort in each of these markets, giving companies a realistic opportunity to maximize profit and fine tune marketing strategies.¹

Due to its increasing urbanization, improving healthcare capacity/access to healthcare, and maturing business environment, Africa represents one of the last geographic markets where high growth is a true possibility. In order to take advantage of this, companies must focus on pockets of growth, build strong and specialized local teams, forge partnerships with local businesses, manufacturers, distributors, etc., and find innovative ways to address supply and distribution challenges.¹



The Science of Uncovering Insight

Insights don't grow on trees. They rarely fall out of thin air into our laps. We can recognize an insight when we see one, but we often struggle to define it. When we can't figure out what our destination looks like, it makes it difficult to ensure we're on the right path.

Merriam-Webster tells us that an insight is "the power or act of seeing into a situation" or "the act or result of apprehending the inner nature of things or of seeing intuitively." You could say it is understanding something substantially better than we did before.

From a research perspective, I'd like to offer a similar, but altered definition. When we find an insight, we have found "something that tells us how people behave or think that is new and meaningful." There are three critical parts to this: (1) we are talking about the world, things we can observe or predict rather than theory; (2) we are learning something new; (3) it is

significant to us in creating a better business strategy.

Is this an insight? "45% of prescribers are extremely likely to prescribe Product X." In this case, (1) it talks about a behavior, (2) it probably tells us something we didn't know, (3) but is this meaningful in and of itself? "There is a sizeable market ready to begin using Product X in our base case scenario" is probably closer to what we'd agree is an insight.

The reason it's important to define and recognize an insight is to systemically build procedures to uncover these insights. This is analytic planning 101. Define the business objective. Define the research objectives that are needed to address the business objective. Then define the questions you will ask respondents that will address the research objectives. Be specific (think SMART goals).

By following a closed loop process like this, you ensure you are looking in the right places.

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While none of this is easily achieved, early and purposeful entry will give companies the head start needed to imbed themselves in the future of Africa's growing pharmaceutical market.

- DJ Illebani, Sr. Research Assistant

Sources:

- ¹ www.mckinsey.com, ² www.healthcare.globaldata.com,
³ www.info.evaluategroup.com

Oftentimes we spend too much time worrying about in-person or telephone, or do we need those extra 25 completes? Without the right analytic plan in place, you're just hoping for the best. With the right analytic plan in place, you know you're asking the right questions to the right people using the right methodology.

- Dan Wasserman, Business Operations Manager

In February's Issue:

- Design Considerations for Research with Public Release – Part 2
- Response Rates
- Power Analysis: What It Is and Why You Need It