

INSIGHT BRIEF

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INSIGHT BY DESIGN



KJT 411

News & Events

Reserve your seat today for our next webinar—**Standing Out in a Crowded, Quickly Evolving Environment: Roadmap to Publication**. With increased competition among the ever growing and crowded healthcare marketplace, there is an emergent need for pharmaceutical companies to stand out and be seen as thought leaders within therapeutic areas and/or healthcare systems. Conducting market research studies for peer reviewed publication or public release is one way for companies to be viewed as thought leaders or influence HCP decision-making. But this type of research requires a special expertise. In this webinar we will share our experiences and best practices as a step-by-step roadmap. [Register now!](#)

Monthly Insight

According to the [US Congressional Budget Office](#), the latest Senate healthcare bill, if passed, would reduce the deficit by \$119 billion over the next decade, while an additional 23 million people would be uninsured by 2026. 

The study should be seen as a unique source of information that is fair, balanced, and comprehensive. It should be relevant within the broader context of the pharmaceutical/device industry as well as society as whole. Alignment with your key business objectives is critical, thus it is essential that you give all relevant stakeholders a seat at the table as you design the survey instrument. Gathering input from public relations teams, corporate communications, medical affairs, steering committees, clinical experts, patient advocacy groups, legal teams, etc. will ensure the results will answer your business questions. - *Rebecca Hahn, MPH, Research Director*



Value of Public Release Research

Market research provides valuable strategic information for your marketing, sales, and leadership teams. Although data is typically collected for internal use at pharmaceutical and medical device organizations, there are many reasons why you may want to conduct a study and publicly release the results. Because this research is unbranded, focusing on a disease or health issue, it can be an effective tool to position your company as an industry thought leader, thus enhancing your reputation. This research can also influence policymakers, advocacy groups, regulatory agencies, payers, and health care professionals to make changes that ultimately better the lives of patients. Raising awareness of a condition and its impact on patients, caregivers, and society can shed light on unmet needs that your company is well-positioned to address. In addition to creating

widespread media interest, you can generate news around a new product launch or business area.

Results from public release research can be disseminated using various avenues such as press releases, white papers, peer-reviewed journals articles, conference posters, detail aids, patient education material, infographics, or as website content for your company or an advocacy organization.

For any study that will be publicly released, there are key strategies that will make your project a success. Ensure your study is newsworthy – the topic should be fresh, even surprising. It doesn't need to be a new idea, but could be a new way at looking at an issue, such as identifying gaps in perceptions about living with a particular condition among patients and health care providers that has not been previously explored.

Ready, Aim, Measure

About a year ago, I helped lead a new initiative at KJT Group. We changed the structure of one of the core parts of our business. We altered both the people and processes involved. Pretty much everyone thought it would be a great idea going in, but who knows, maybe it wouldn't work. We hoped it would lead to greater efficiency, fewer headaches and perhaps even an increase in profit.

After launching the initiative, it became pretty obvious after the first few weeks, it would hit one of the three marks: reducing the logjam of work for our research leads, thus reducing headaches during busy periods. Anecdotal evidence was clear. But what about overall productivity?

The art of measurement is critical to our business and to yours. Measurement lies at the intersection of market research, marketing, and business operations. It's how we figure out if physicians like your product concept, or if they're satisfied with the service they've received from your business. It's how we determine whether a marketing campaign was successful or if you're targeting the right healthcare providers.

It's also how we figured out whether that initiative was ultimately successful. Early on, we developed a measurement strategy. By taking a little more time to keep a log of our work, we've been able to track hours spent and productivity. Calculating a return on our management's investment was simple with this process change. Without this forethought, we'd all be guessing as to the real outcome. Paraphrasing Dale Carnegie, inaction breeds doubt and fear. Having a strategy to measure our performance breeds confidence that we are going down the right path with this initiative and the next time we propose something else.

Measurement is a hot topic for many of our clients. Developing a measurement strategy for your brand is critical to long-term success. Can you measure success through secondary data alone? Do you need to conduct a primary research tracker? How often? Is it a traditional ATU, or a more holistic [market dynamics management](#) and [competitive benchmarking](#) approach? What potential action could you or your team reasonably take with this information? Collecting data for the sake of it isn't helpful. Collecting data that truly optimizes your business strategy is.

Designing Research for Segmentation

Segmentation is one of the most applications-focused market research objectives given its embedding in larger strategic planning objectives. Therefore, conducting research for segmentation carries a much broader focus and as researchers we are accountable for developing more than a statistical model of homogenous respondent groups. The segmentation model is certainly the singular outcome of interest for the research, but it is useless if the resulting segments are based off of data that are inconsistent with actual market dynamics and therefore cannot be understood vis-à-vis relevant business strategies.

In order to avoid conducting research that produces a model *only* it is critical to gain a full understanding of market dynamics through collaboration with a broad range of stakehold-

ers and key opinion leaders. As a system, the market can be mapped to the most relevant inflection points; as a market measurement tool, the survey instrument can be designed to measure these points. The result is data that are not only useful for creating a model but are also optimized to create the most *relevant* model.

As with any research, we can't only be concerned with *what* is measured, we must also be concerned with *how* it is measured. This is especially important for segmentation research where it is trivial to naively create segments that are a representation of data-collection biases instead of latent sample differences. Research should therefore be designed to minimize the likelihood of manifest data-collection biases – e.g., elicited vs. stated

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Oftentimes our clients think of KJT Group when they have an RFP in mind. We'd love to help you and your team talk through different ways of measuring your success. Even if you don't know how you'll get there, if you have an idea of where you need to go, don't hesitate to contact us! - *Dan Wasserman, Business Operations Manager*

preferences, negative and positive scale items, multi-dimensional attributes, and validated measurement scales.

Taken together, sound practices for both direction and design of content leads to segmentation research that is not only efficient as a process but highly actionable and persistent in the marketplace. - *Christopher Claeys, Msc, Director, Analytics*

In August's Issue:

- The Sunshine Act
- MACRA (Medicare Access and CHIP Reauthorization Act)