



KJT 411

News & Events

Reserve your seat today for our next webinar—**Health Facility Purchasing Process Considerations in Response to Shifting Healthcare Delivery Models**. With increased formation of health systems and networks, the Affordable Care Act, and shrinking budgets, manufacturers are navigating increasingly complex and varied purchase decision processes within healthcare delivery facilities. This webinar will shed light on how products and services are evaluated, and we will share methodological considerations when conducting market research among purchasers, influencers, and users. Don't miss out. [Register today!](#)

Monthly Insight

Breast cancer is the second most common kind of cancer in women. About 1 in 8 women born today in the United States will get breast cancer at some point. [October is National Breast Cancer Awareness Month](#). 



Measuring and Monitoring SFE

As the role of the pharmaceutical sales rep has evolved, so too must the methods for assessing these efforts change. Traditional sales force effectiveness (SFE) programs often focus on the tactical aspects of the rep visit – how long was it? What brands were discussed? What materials were used or left? Were messages delivered? Was the physician satisfied at the end? While important for monitoring day-to-day rep activities and assessing training efforts, these programs can often fail to recognize the overall impact of the rep-physician relationship that develops over time and across visits. As today's sales reps “go beyond the pill” - expanding their roles as educators, payer experts, practice support and general problem fixers, the effects of those relationships can have far-

reaching impact on business results. As such, measuring the rep-physician relationship and what drives that relationship should be an integral part of any sales force effectiveness program.

That said, relationships are complex, and in healthcare today they are more complex than ever. Measurement of the rep-physician relationship should reflect this complexity, going beyond just the rational (satisfaction, NPS) to include key emotional elements as well (such as trust). When triangulated with key aspects of differentiation and intent, these measurements can provide a holistic and powerful view of the relationship. By measuring and monitoring over time both the types of relationships that exist (rational versus emotional, product-driven ver-

sus service-driven) along with the factors and behaviors that are driving stronger relationships, pharma companies can better position their sales forces for success and ultimately drive the bottom line.

KJT Group has extensive experience conducting SFE programs and identifying areas of opportunity for our clients, from large pharma companies with multiple practice-based and institutional sales forces to smaller companies with niche products and medical device.

- *Cindy McElroy, MS, Research Director*



Market Research Growth in Developing Countries

While there has been a decline in the global outsourcing industry's revenue over the last two years, this market still totaled almost \$80 billion in 2016. When the word outsourcing comes up, the Information Technology (IT) field usually comes to mind. This association isn't completely unfounded, with about 70% of the outsourcing industry belonging to IT in 2016. The remaining 30% is rounded up by business process outsourcing, and while IT outsourcing revenues have fluctuated greatly - \$76.1 billion in 2014 and \$52.9 billion in 2016 - business process outsourcing has remained consistent. This consistency has allowed for continued growth in expertise, which can be felt in the market research industry.

India is another word that has become synonymous with outsourcing, and for great reason. According to India's National Association of Software and Services Companies (NASSCOM), this sector directly employed almost 3.5 million people as of 2016. Despite declines in the global industry, India's outsourcing market continues to grow. There are several reasons why India, specifically, is trusted as an outsourcing partner for market research firms in the US and other developed countries.

First, India is responsible for almost 70% of the world's global intellectual outsourcing industry, meaning that not only are they trusted by

many, their mature internal processes and reliable deliverables encourage repeat business.

Second, India is one of the most educated countries in the world. According to the latest US News rankings, India is the 39th most educated country in the world, with literacy rates over 80% according to UNICEF.

This leads to the third reason: Indian market research professionals' high technical, scientific and analytical expertise. India has some of the most competitive higher education institutions in the world, which produce highly skilled professionals ready to undertake challenging market research tasks.

Fourth, the benefit of a large English-speaking population, which makes collaboration run smoothly both verbally and in writing. Finally, the cost savings when compared to what it would cost to run the same services in the US or in Europe.

As market research grows, it is important to look at emerging markets as a source of collaboration and partnership, which only increases the quality of market research efforts for the industry as a whole. As market research becomes more commonplace globally and there are reliable data to confirm and encourage investments, it becomes easier for companies in the pharmaceutical industry and beyond to

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more confidently invest in developing countries. - *DJ Ilebani, Sr. Research Assistant*

Sources:

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Getting Actionable Insights: 6 Key Ingredients to Elevate the Partner / Client Relationship

Over the last 15 years in healthcare market research, I have been lucky enough to develop strong partnerships with clients. Along the way I have learned a few important tips, that have contributed substantially to these positive relationships. As KJT Group has grown, we have worked hard to embed these elements into our Insight by Design process.

1) It's a partnership - Our job is to make you look like a star; this is our goal on EVERY project. We prefer to be viewed as a partner not a supplier as it communicates a collaborative, working relationship. We are in this together, and your success is our success.

2) Open and honest communication at all phases of the project - If there are internal factors at play that affect the project, please share them with us. The more information we have, the more likely we are to deliver a project, and the insights, that are on point.

3) Take a holistic approach - no piece of information is too small or inconsequential - Sometimes it is the small things that can lead to surprises at the conclusion of the project. A hypothesis that was not shared in the design phase can be a critical oversight when discussing the findings. Please share as much information as you have available with your partners and expect them to do some homework on their own.

4) Evidencing is critical - Our job, as your research partner, is to build trust at every point of the engagement through timely, clear communication, extensive preparation and accurate deliverables. The old adage rings true; actions speak louder than words.

5) Be co-creative - This is the hallmark of a truly collaborative partnership. As research partners, we have seen thousands of projects and approaches, but your personal experienc-

es may be just as critical. We want to hear your ideas and flesh them out together to design the best solution to your problem or insight need.

6) Take the time to share what decisions will be made as a result of the research - Often this important piece of information is not shared at the onset of a project. If we know what actions you are considering, we can ensure the design will gather the most compelling evidence to warrant confidence in the path forward. - *Lynn Clement, MPH, President, Global Research*

In November's Issue:

- PMRG Recap
- LightSource Poll