

Case Study: Diabetes Research with Payers

Client

A client with a mature diabetes product needed to help payers better understand physician and patient perspectives on diabetes.

Approach

G & S Research conducted an initial focus group with payers with subsequent payer observation of physician or patient focus groups. A final debrief was conducted with payers to identify learnings.

Physician Feedback on Stakeholders in Managing Diabetes

Stakeholders	Reasons
Patients	<ul style="list-style-type: none"> They have the ultimate responsibility to manage their diabetes in partnership with their doctor They need to educate themselves on the disease then put that knowledge into action
Pharmaceutical Companies	<ul style="list-style-type: none"> They need to conduct R & D to bring better drugs to market They also need to explore combination uses of existing drugs They should do a better job of making the better drugs more accessible for lower income patients by making the process easier, less cumbersome They should lower the prices of the drugs
Physicians	<ul style="list-style-type: none"> They are responsible to diagnose and treat diabetes with the most current available modalities. This should come with the power to select the best drug for each patient without concern about how it would be paid. They need to be able to manage the total care of the patient as the center point for all therapies and interventions (eyes, feet, nutritional counseling, etc.) They should be the main source for educating the patients, with the ability to contract some of this out as long as they could control the content.

