



► Overview

Qualitative market research is an essential tool in healthcare marketing. A research partner with both expertise in your industry and a demonstrated proficiency in qualitative research supports and informs your marketing decisions. When the research firm combines insightful qualitative research and quantitative research, a more complete assessment of issues and opportunities is realized. G & S Research provides this, and more, to their healthcare clients.

► Applications throughout the Product Lifecycle

Our qualitative services are multi-faceted (focus groups, small groups, interviews, etc.), use various platforms (phone, in-person, Internet, etc.), and are targeted to address business information needs throughout the product lifecycle. Qualitative research is particularly appropriate to:

- Provide an initial understanding of the marketplace
- Determine the specific conditions for acceptability of a new product, marketing strategy, and/or message
- Confirm receptivity to a new product, marketing strategy, and/or message
- Initially identify market or customer segments and other attributes for further, in-depth quantitative market research
- Explore underlying beliefs and assumptions that drive treatment behaviors, receptivity to new treatment options, etc.

► Invested In Your Business

You need a qualitative research supplier that understands your business and your product's marketplace. G & S Research is invested in your business and industry. You receive immediate value from our services due to our breadth and depth of experience.

► Moderators Who “Get It”

In the complex, highly changing bio-pharmaceutical industry, your moderator is vital to securing actionable research outcomes. These individuals can make or break a study. It may sound cliché, but our moderators “get it.”

G & S Research moderators treat the discussion guide as a flexible tool to address your business objectives, pursuing information and uncovering insights that will guide the decisions you need to make. We understand the subject matter and develop an honest dialogue with the participant to ensure that findings are not limited by preconceived assumptions or hypotheses.

Asking obvious questions is important; but identifying questions you didn't know to ask is invaluable.





► Exceptional Project Management

Whether designing the discussion guide or recruiting the appropriate sample, each phase of your qualitative project must be expertly and proactively managed. G & S Research keeps you apprised of all activities from materials development through delivery of the final report. You have an assigned project manager who specializes in qualitative studies to ensure that you get quality recruits and in the timelines dictated by the study's schedule.

► Presentation-Ready Deliverables

Our deliverable philosophy is that you can take our reports—topline or final—and immediately use them to present to your team. While most qualitative research suppliers are verbose in their deliverables, G & S Research employs visuals wherever possible to aid the story telling and the impact of the research findings.

A project is never complete until all objectives of the research have been addressed, which may be after presenting research findings to your peers and senior management. We're not done until you're done with the research—we'll be there to support you.

Staff Profiles

Melinda Kizer

Moderator

Melinda Kizer leads the company's qualitative services division. Her experience in medical- and pharmaceutical-related market research covers current treatment approaches, new products in development, and changes affecting medical and pharmaceutical markets. She has moderated hundreds of discussions with both patients and healthcare professionals.



Wyndy Greene Smelser

Moderator

Wyndy Greene Smelser has more than 20 years of experience in the healthcare industry. She has moderated discussions with healthcare professionals and administrators, managed care executives, patients and primary caregivers on a variety of issues, leveraging her knowledge of the healthcare industry.



About G & S Research:

G & S Research provides difference-making market research to healthcare decision-makers. With inside experience at top pharmaceutical and biotechnology companies, G & S Research helps clients engage internal groups in the research process and influence brand strategy with results.



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