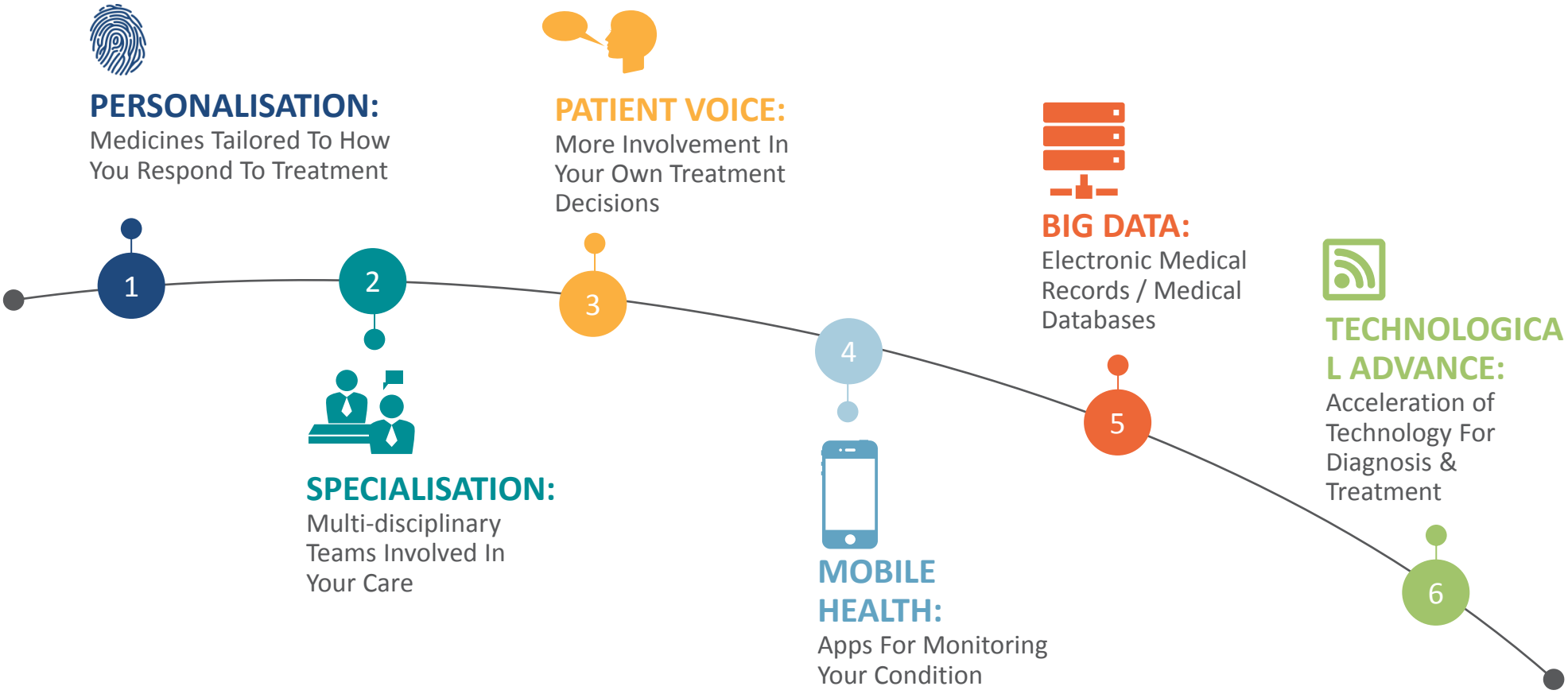
Ipsos Healthcare

Delivering Clarity in Multi-Stakeholder Markets

The Healthcare Industry is Ever-changing



This is how we deliver the clarity…

Granularity:

Therapeutic Expertise

Compliance With Regulations & Policies

Local Knowledge / Global Reach

Speed:

Access To Key Stakeholders

Brand Growth:

Insight & Innovative Solutions

Efficient Added-Value Research

A ***Consultative*** Approach

Unique Fieldwork Requirements:

Limited Respondent Pool

Knowledge Of Multi-stakeholder Involvement In Diseases

Methodologies Matched To Target Audience

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Priority Solutions & Offerings

- Syndicated Therapy Monitors Covering 20+ Disease States
- Therapeutic Expert Teams
- Dedicated Market Access Team
- Award Wining Frameworks on Brand Equity& The Buying Process
- Commercial Strategy And Forecasting Team
- Dedicated Custom QUAL And QUANT Teams
- Medical Technology Teams
- Advanced Analytics

Key Value to Client

Ipsos Healthcare is committed to helping our clients achieve clarity in multi-stakeholder markets through focusing on three inter-related areas that are critical for business success in today's healthcare industry:

- **Stakeholder dynamics:** Understanding and measuring experience of key stakeholders
- **Market Strategy:** Optimizing strategies across the development and commercialization process
- **Brand Building:** Driving brand engagement by leveraging stakeholder insights

Client Testimonial: Quote

"Ipsos research outcomes were highly insightful, enabling a clear and better understanding of challenges and opportunities in the Asia Pacific region. The team at Ipsos is well networked and demonstrates a wealth of experience. Their project planning and execution was thorough." *Marketing Manager - Product Development, BD Singapore*

Case Study

Client Issue : Product not used in line with intended positioning

What did Ipsos APAC do: Measured customer engagement and message leakage& Dilution across the whole commercial chain

Client Win ($ Saved or Earned) Client able to identify points of leakage and dilution, resulting in greater discipline in message delivery and clarity on brand positioning