From Market Insights to Leading International Journals: How Can Integrated Research Deliver Both Business Value and Scientific Evidence for Brands?

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Bridging Business Insights and Scientific Evidence

As healthcare decisions become increasingly complex, pharmaceutical companies need research that goes beyond understanding market behaviors. They must also generate credible evidence to support medical communication, stakeholder engagement, and long-term brand strategies.

However, commercial market research and scientific research often serve different objectives. While market research focuses on consumer behavior, unmet needs, and actionable business insights, scientific research emphasizes methodological rigor, ethical considerations, and evidence that can contribute to broader medical discussions.

Bridging these two perspectives requires more than combining research methodologies. It calls for an integrated approach that connects business objectives with scientific frameworks from the earliest stages of study design.

The real challenge is not simply generating insights but transforming them into evidence that can serve both commercial and scientific purposes.

From Scientific Frameworks to Integrated Research Design

A comprehensive healthcare study begins with a clear research framework that aligns scientific considerations with practical business questions.

Rather than developing questionnaires solely around marketing objectives, research teams can build their studies upon established scientific or behavioral models. These frameworks help structure research questions, identify relevant factors influencing healthcare decisions, and ensure consistency across different research methodologies.

For example, in a vaccination research project conducted by Ipsos Taiwan, the study design incorporated both healthcare professionals (HCPs) and healthcare consumers (HCCs), combining quantitative surveys with qualitative focus group discussions.



The research framework guided questionnaire development to explore vaccination attitudes, perceived risks, motivations, and barriers from multiple perspectives. Quantitative findings then informed subsequent qualitative discussions, enabling deeper exploration of the factors underlying healthcare behaviors.

By connecting different stakeholder perspectives and research approaches, the study identified several important themes, including the gap between favorable vaccination perceptions and actual uptake, the influence of

healthcare professional recommendations, and opportunities to integrate vaccination into existing seasonal healthcare practices.

This approach demonstrates how research grounded in a structured scientific framework can generate insights that are both relevant to business decisions and suitable for further scientific exploration.

Bilingual in Marketing & Science: Connecting Two Professional Worlds

One of the greatest challenges in comprehensive healthcare research is navigating the different expectations of commercial and scientific stakeholders.

Marketing teams often prioritize actionable findings, target audience segmentation, and strategic recommendations. Medical Affairs teams and academic researchers, meanwhile, may focus on scientific validity, research methodology, ethical compliance, and publication potential.

These priorities are not necessarily conflicting, but translating them into a unified research design requires an understanding of both worlds.

Being bilingual in Marketing & Science means more than communicating across departments. It means translating business questions into scientifically structured research objectives and transforming research evidence into insights that support business decisions.

This capability is particularly important when a study is expected to deliver both internal market insights and external scientific communication.

By aligning research objectives, methodologies, and deliverables early in the process, an integrated research partner can help reduce inconsistencies between commercial expectations and scientific requirements, while creating a clearer path from study design to research outcomes.

End-to-End Partnership: Simplifying Complex Healthcare Research

Comprehensive healthcare research often involves multiple stakeholders, specialized processes, and overlapping timelines.

From study protocol development and Institutional Review Board (IRB) preparation to Principal Investigator (PI) engagement, fieldwork execution, data analysis, and manuscript development, each stage requires different expertise and coordination.

For pharmaceutical companies, managing these activities through multiple external partners can create additional communication demands, administrative work, and project management complexity.

An end-to-end research partnership offers a more streamlined approach.

By bringing these capabilities together under a coordinated research process, a research partner can support continuity across the project, anticipate dependencies between stages, and reduce the need for repeated alignment among different parties.

At Ipsos Taiwan Healthcare, this integrated approach connects:

- **Scientific study design:** Translating research objectives into structured study protocols and questionnaires grounded in appropriate scientific frameworks.

- **Ethical review coordination:** Supporting IRB documentation preparation and submission processes in collaboration with relevant investigators and institutions.

- **KOL and PI collaboration:** Facilitating communication and alignment among academic experts, medical stakeholders, and pharmaceutical teams.

- **Research execution:** Managing HCP and consumer recruitment, quantitative surveys, qualitative discussions, fieldwork quality, and integrated analysis.

- **Scientific communication:** Supporting manuscript development, expert review coordination, and journal submission preparation.

Rather than treating these as separate services, the objective is to establish a connected research journey with consistent oversight and communication.

For pharmaceutical companies, the value extends beyond operational convenience. A coordinated approach can reduce internal communication and administrative burdens, minimize handoff challenges, and allow teams to focus more on strategic and scientific priorities.



Extending Research Value from Business Decisions to Scientific Communication

Traditionally, market research concludes with reports and recommendations that support brand planning, communication strategies, and market development.

However, when studies are designed with scientific objectives in mind from the outset, their potential value can extend beyond internal business use.

Transforming research findings into a scientific manuscript requires a structured presentation of research objectives, methodology, results, limitations, and discussion. It also involves collaboration with medical experts and adherence to the requirements of relevant scientific journals.

These considerations are most effectively addressed during research planning rather than introduced only after data collection has been completed.

By integrating scientific communication objectives into the research process, pharmaceutical companies can create opportunities for research findings to contribute to professional medical discussions while continuing to support commercial decision-making.

Importantly, publication remains subject to journal evaluation and peer review. An integrated research approach does not guarantee acceptance, but it can help ensure that study design, documentation, and manuscript development are appropriately aligned with intended publication objectives.

From Research Provider to Strategic Healthcare Partner

The value of comprehensive healthcare research lies not in the number of methodologies employed, but in how effectively scientific expertise, commercial understanding, and research execution are connected.

For pharmaceutical companies seeking both actionable market insights and credible scientific communication, an integrated research partner can provide continuity from the earliest research questions through to the preparation of scientific outputs.

Ipsos Taiwan Healthcare combines healthcare market research expertise, quantitative and qualitative methodologies, research governance coordination, and scientific communication support to help bridge the needs of Marketing and Medical Affairs.

Through an end-to-end partnership, Ipsos helps pharmaceutical companies navigate complex research processes, reduce coordination burdens, and maximize the potential value of their research investment.

The future of healthcare research is not simply about collecting more data. It is about building stronger connections between business strategy and scientific evidence—turning research into a foundation for informed decisions, meaningful medical communication, and long-term brand value.

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