



# Healthcare Insights Team

MarketVision is a Pharmaceutical and Healthcare Consultancy focused on helping clients with their unique needs to inform asset decisions. We take the time to understand the marketplace and strive always to listen to our clients and to serve as

extension of their business. For more than **30 years**, MarketVision has provided its clients with **innovative design, execution and interpretation of marketing research** to deliver fresh consumer insights and market knowledge to clients worldwide.

## EXPERIENCE



- \* 100+ client companies served
- \* Variety of categories
- \* Acquired G&S Research in April 2014
- \* Dedicated HIT researchers growth

## INDUSTRY INVOLVEMENT



- > Board members: Intellus, Insights Association
- > Members of Insights Association, Intellus, and ESOMAR
- > Regular speakers at annual industry events

## TEAM & LEADERSHIP



- \* Full team of in-house quantitative & qualitative researchers
- \* Staff of 45 professionals
- \* MSAs/"Preferred Supplier" relationships with 20+ companies

## RESOURCES



- > Full In-House Capabilities:
  - Data Collection,
  - Data Consulting,
  - Analytics,
  - Report Writing

### Global Multi-Specialty Healthcare Company

- Combined tracker has ~3,000 variables.
- Uses a combination of primary research (stated incidence and chart study) and secondary data.
- Information is shared with multiple stakeholders in the organization, including the CEO.
- Data is used to track their market share, set and track goals/bonuses, info for their shareholder meeting, etc.
- Timing
  - Neuro chart study: 5th year
  - Combo tracker: 3rd year

### Global Leader in Eye Care

- Consolidated more than one million target list records and accompanying secondary data and designed a sampling plan to reach the client's core target.
- Consolidated tracking studies for 10 brands/indications previously administered as independent studies by multiple vendors.
- Constructed a survey design that successfully married standardization across brands and indications to allow for meta-analyses that are used by senior management.

### Global Biopharma Focused on Severe Disease

- Customer Pulse solution to replacing traditional ATUs and Message Recalls.
- Dynamic, agile research solution to provide more frequent and more efficient data streams.
- Redesigned the delivery system to better align with multiple stakeholder objectives.
- Solution delivers more frequent insights with greater visual impact at less overall expense.

### Oncological Partner

- Help client re-evaluate product positioning based on post-launch clinical challenges.
- Strategically researched the implications of new clinical information on physicians' perceptions of the brand.
- Provided direction to client on how best to develop a story that addresses the challenges yet continue to highlight the benefits of the therapy.