

At a glance

We combine strong methodologies and on-the-ground knowledge to set us apart from others.

We focus on the following key areas to help you launch your products successfully:

- Market Structure
- Pricing
- Segmentation
- Clinical Trial Optimization
- Message Optimization

Why Kantar Health?

Kantar Health is a global, evidence-based decision support partner to the world's leading pharmaceutical, biotech, device and diagnostic companies. Our 700+ staff in over 40 countries act as catalysts, bringing together clinical, medical and methodological expertise, commercial/marketing know-how and proprietary data. It is this rare combination, together with our unparalleled stakeholder reach, that enables us to mobilize incisive, imaginative and timely ROI-driven solutions, empowering clients to deliver better healthcare options to their customers.

Kantar Health Point of View

Market Structure

Market understanding and brand equity assessment are essential to developing action plans to improve the health of your brand, thereby increasing sales. This is possible through our best practice approaches, which will give you a holistic understanding of your brand's "Power in the Minds" of key stakeholders, as well as its "Power in the Market".

Pricing

The price or perceived value of a product is a key element in its branding and most open to internal scrutiny within your organization. We advise you on your pricing decision based on our market access, pricing and reimbursement expertise, as well as our knowledge of advanced research techniques and our appreciation of the different stakeholders involved in market access.

Segmentation

Doctors and patients can all have differing needs. Understanding these needs and how to segment your customers in a commercially relevant way is both an art and a science. Our market research expertise provides the science, while our creativity in workshops and interactive approach provide the art, ensuring that your segmentation is relevant for your business.

Clinical Trial Optimization

We combine our commercial expertise with our knowledge of advanced market research techniques to advise you on Phase II, Phase III and Phase IV clinical programs.

Positioning

To be successful, you need to bring innovation to the marketplace in a way that meets customer needs. This customer-centric approach is central to our positioning best practice, combining advanced qualitative and quantitative techniques to advise you on the optimal positioning for your brands.

Message Optimization

It is important to communicate the benefits of your brand in a way that is clear, relevant and impactful. Our market research experts will select the ideal qualitative or quantitative tools available to help you tailor your messages to different target audiences, to understand how effective different messaging is and which is most likely to drive your brand's success.

Contact Us:

For more detailed information on the specific expertise and research approaches that we have to drive your brand's success, please email info@kantarhealth.com.