

Surveying Pathologists to Understand Cancer Diagnostic Testing

Gauging the International Market for Diagnostic Testing for Cancer Patients

CHALLENGE

A consulting client wanted to gauge the market for diagnostic testing for cancer patients across multiple geographies. The client wanted to speak with pathologists from various countries who have experience processing companion diagnostic tests for cancer patients.

They specifically were looking for pathologists with expertise with different diagnostic testing modalities.

THE GLG APPROACH

GLG designed and ran a B2B survey of 349 pathologists who had experience with the following diagnostic testing modalities: next-generation sequencing, polymerase chain reaction, fluorescent in situ hybridization, immunohistochemistry, and flow cytometry.

GLG partnered with our trusted research partners in EMEA and APAC to field and translate the survey into nine different languages, targeting anatomical, clinical, and molecular pathologists from 12 countries.

OUTCOME

The survey answers gave the client an understanding of how pathologists used different diagnostic tests, and their involvement in setting diagnostic or clinical guidelines for oncology diagnostics in their countries.

FEATURED PRODUCTS



GLG Surveys

GLG ran a survey for a client to provide insights into the usage of different cancer diagnostic tests by targeting 349 pathologists from 12 countries.

Why GLG?

Project Breadth

One survey with 349 respondents

International Expert Panel

Using GLG's global expert reach, the survey spanned 12 countries and was translated into nine languages to provide a holistic view of the market.

Precise Targeting

GLG targeted anatomical, clinical, and molecular pathologists in this survey to get the most relevant insights for the client.

Dedicated Client Support

GLG representatives are individually assigned to each project, so the client received round-the-clock support.

[Learn more](#)

As the world's insight network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

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