

A CASE STUDY

# Bringing High-Cost Cell and Gene Therapy Drugs to Market

*How Will Pharmacy Business Units Bring New Drugs to Market?*

## CHALLENGE

A project team at a professional services firm wanted to know how pharmaceutical companies manage cell and gene therapy drugs. They wanted to hear from senior pharmaceutical professionals to understand how these types of drugs will be priced and brought to market.

## THE GLG APPROACH

To gauge the market for cell and gene therapy drugs, GLG designed and ran a B2B survey targeting 42 executives who oversee pharmacy business units for payors.

The survey answers gave the client an understanding of typical cell and gene therapy drug go-to-market strategies, including approaches to projecting drug utilization.

## OUTCOME

This survey gave the client's project team an understanding of how cell and gene therapy drugs will be priced and brought to market, and methods of projecting their expected use. The team used these insights to advise its client.

## FEATURED PRODUCTS



GLG Surveys

[Learn more](#)

A project team received the insights it needed on the go-to-market strategy for cell and gene therapy drugs. GLG helped team members understand how these drugs will be priced so they could successfully advise their client.

## Why GLG?

### Custom Recruiting

GLG sourced 42 respondents that included VPs at pharma companies, directors of pharmacy policy, professionals in behavioral pharmacy solutions, and healthcare payment model experts.

### Project Breadth

1 survey with 42 respondents

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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