

Market Assessment and Product Profile

Creating New Markets by Overcoming Barriers with Biotechnology

CHALLENGE

A biotech client came to GLG to understand barriers to the development of a current treatment method. It needed to understand the current industry landscape to refine its development strategy. The finding would help GLG's client determine the optimal product to launch for its target patients.

THE GLG APPROACH

GLG tapped into its network and administered an online survey to a niche group of specialized healthcare experts who were knowledgeable in treating this patient population.

The project team worked with the client to customize survey questions to evaluate the market, assess current treatment theories and outcomes, and test reactions across multiple product profiles.

OUTCOME

GLG shared an in-depth report with the client that highlighted key findings and data cuts, as well as a full data analysis. These findings outlined an overview of the market, potential barriers, and results from product profile tests to help inform the client's development strategy.

FEATURED PRODUCTS



GLG Surveys

[Learn more](#)

GLG Surveys helped the client, from questionnaire design to final report, delivering actionable insights from industry experts.

Why GLG?

Experienced Research Team

GLG sourced project leads with deep experience in focused healthcare research methodologies to better understand the treatment method under review.

Recruiting

GLG contacted and surveyed subject matter experts who specialized in hepatologists, transplant hepatologists, and gastroenterologists in the U.S., evenly distributed across regions: the Northeast, South, Midwest, and West.

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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