

# Understanding Product Demand in Healthcare Post-COVID-19

*Establishing an Efficient Market Size to Inform Product Development*

## CHALLENGE

A global pharmaceutical company sought to gain insights to determine the demand for a specific line of products. The client wanted to understand market size and growth opportunities and how the COVID-19 pandemic and regulatory recommendations affected the market.

## THE GLG SOLUTION

GLG applied our in-house expertise to create and administer an online survey targeting 100 specialized healthcare professionals within our network of experts. The research team's deep understanding of the client's needs allowed for close collaboration, ensuring high-quality research results that would help inform the client's market-sizing models.

## OUTCOME

The project concluded with a detailed report outlining key findings, specifically market sizing and a full product profile overview to inform the client's product planning.

## FEATURED PRODUCTS



GLG Surveys

**With GLG's quantitative data the client was able to reach the right audience, understand product demand, and inform key business decisions.**

## Why GLG?

### Best-in-Class Research Team

GLG provided an end-to-end service from questionnaire design to final deliverables, ensuring a timely turnaround and achieving the client's research goals.

### Network of Experts

To conduct a quick online survey, GLG tapped into our network of expertise — including physicians, technologists, managers, radiologists, etc.

[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.

The information provided in this marketing material is for informational purposes only. The information is not offered as advice on a particular matter and should not be relied on as such. GLG® and the GLG logos are trademarks of Gerson Lehrman Group, Inc. ©2022 Gerson Lehrman Group, Inc. All rights reserved.