



Retail Pharmacy Research

Identifying the Customer Buying Process and Market Needs

CHALLENGE

A healthcare company wanted to gain a better understanding of key pain points and buying behaviors of U.S. retail pharmacies. They wanted to examine the customer's buying process and overall market needs.

THE GLG APPROACH

GLG conducted seven in-depth 1:1 interviews with key stakeholders involved in evaluating new pharmaceutical products. The project lead, who had extensive healthcare and market research experience, built on the interviews by conducting secondary research.

OUTCOME

The research results allowed the client to identify how their pharmacy optimization product compared with competing products; identify opportunities to enhance current features and add new ones, and secure their existing market share and compete to capture their competitors'.

FEATURED PRODUCTS



GLG Integrated Insights

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After consulting with the client, GLG's research team recruited from our panel of experts.

Why GLG?

Target Population

To ensure we were connecting the client with their target audience, interviewees were screened to ensure significant involvement and influence in the purchasing process.

Engagement Team

In addition to GLG's internal expertise, our team hired an expert advisor to conduct the 1:1 interviews who was a life sciences executive and business professional with senior operating experience in the field of medical devices, biopharma, and diagnostics.

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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