



## HealthPolCom Case Study

### Market Research to Guide Company R&D Investments

**Situation:** A small pharmaceutical company needed better information from key stakeholder and opinion leaders about various options the company was considering for expanding their product line.

**Actions:** Working with another consultant, we developed a structured interview guide for gathering information about specific issues concerning three new product options.

Conducted structured interviews with leading stakeholders from across the country, including clinicians, patient advocates, regulators, legislative staff, and payers.

Evaluated qualitative and quantitative information gathered in the interviews and made recommendations about the use of the information for the company's R&D investment portfolio.

**Outcome:** The company used the information from the expert opinion research in deciding about in-licensing technologies for new product development.