



HealthPolCom Case Study

Marketing Strategy Focus Groups

Situation: A large biotechnology company needed more information about how clinicians and patients perceived and were reacting to an evolving controversy about the company's major product.

Actions: Worked with company staff, legal counsel, and other consultants to develop and structure stakeholder focus groups.

Evaluated published information and expert opinions about the controversy, identified the key issues important to each stakeholder group, and summarized and translated the findings into stakeholder-appropriate questions to prepare the team for the focus groups.

Outcome: The company adjusted its marketing and alliance development activities in response to the stakeholders' concerns and perspectives.