

GfK

GfK HealthCare

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Leaders in Supporting Successful New Product Development
Excellence in HealthCare Market Research and Counsel



GfK. Growth from Knowledge

Corporate Mission Statement

- **Companies need to make decisions.**
- **Knowledge is the basis for the decision-making process.**

Our business information services provide the essential knowledge that industry, retail, the healthcare and service sectors and the media need in order to make their decisions.

As a knowledge provider, we aim to be at the top in all the global markets in which we operate – in the interests of our clients, our employees, our company, our shareholders and the general public.

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Growth [Growth]





Established in 1934, GfK is a company with a long tradition of more than seven decades of innovation, vision and growth, and consequently, we are recognized as one of the world's foremost global market research organizations.

GfK. Growth from Knowledge

This substantial achievement is credited to the contributions of GfK's 5,000-plus employees, who are united across the world as one corporate family through the GfK Group integrated network of 120 market research companies in more than 50 countries on five continents. Within this global network is some of the best and brightest talent in the market research industry. Our highly experienced, motivated professionals not only have extensive knowledge of every facet of market research, but as GfK is organized into five business divisions – Retail and Technology, Consumer Tracking, Media, Custom Research and HealthCare – our employees also bring the industry-specific knowledge and hands-on experience required to best meet the client's individual needs.

Beyond GfK's chief strategic assets of intellect, experience and insight, another central factor in GfK's sustained success over the past 70-plus years has been its steadfast commitment to maintaining a strict focus on the business of market research. In this regard, GfK has not only leveraged this dedication to build one of the strongest brands in global market research, but the company has also developed a non-profit organization to educate and promote awareness within the general business community of the critical role that market research plays in ensuring successful business decisions.

In brief, GfK is a strong market research organization, operating worldwide, with a long history of excellence and innovation. Our devotion to the profession of market research is evidenced by both the steady growth of our operations to become one of the industry leaders, as well as by our support of an expanded understanding and appreciation of the profession itself, within the international business community.

Healthcare

Healthcare





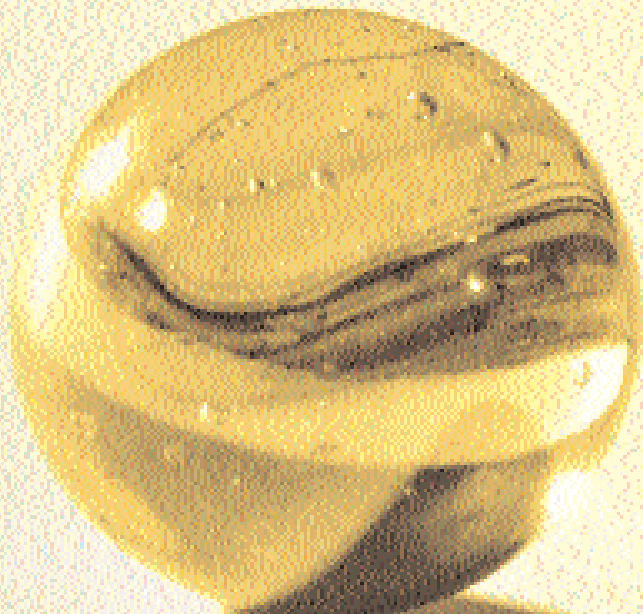
Healthcare is an industry where the need for accurate, timely and reliable information to support successful decision-making is absolutely imperative. Unlike the development and marketing of products in the consumer goods, retail and media industries, the products that are developed in healthcare are directly tied to one's health and well-being. Drugs and medical devices are being developed that can significantly improve people's lives – and in many cases even save them. As such, in the creation of these substances and devices, it is the responsibility of healthcare manufacturers to seek out and listen to the opinions, concerns and feedback of physicians and patients to make sure they address these critical needs. Here, GfK HealthCare market research contributes as a vital function in healthcare companies meeting their responsibilities in this regard.

Healthcare: an industry with an imperative need for market research

While there are significant humanitarian gains to be met by identifying new healthcare substances, there are also significant financial rewards – as well as risks – at stake for healthcare manufacturers. Facing enormous economic and competitive pressures, healthcare companies are investing heavily in the development and launch of new brands, the defense of successful brands and the expansion of their leadership position. The best possible marketing and sales efficacy is unquestionably more important than ever before and is the subject of intensive deliberations concerning strategy and tactics, and their implementation. As such, the need for dependable information and knowledge to reduce risk in decision-making is once again fulfilled through the activities of GfK HealthCare market research.

Up against this competitive backdrop, there is also the increasing globalization of the healthcare industry. In their marketing efforts, healthcare manufacturers must now navigate a large and complex global medical marketplace, where there are important differences to consider related to each individual country's economic, social and political environments. In this regard, GfK HealthCare market research plays a critical role in helping healthcare companies understand the distinctions among the countries and their cultures, for example by helping them understand how medicine is practiced and drugs are perceived in foreign nations.

With such a complex maze of dynamics to navigate in today's medical marketing environment, GfK HealthCare stands ready to help guide our clients to successful decision-making by arming them with a foundation of accurate, reliable information as well as sound and competent counsel.



Global
[Global]
G



Who is GfK HealthCare?

GfK HealthCare:

- **Leaders in supporting successful new product development**
- **Excellence in healthcare market research and counsel**

The world's top global players in the pharmaceutical industry, dental and veterinarian medicine entrust GfK HealthCare as their market research partner, as we have extensive experience within practically every therapeutic area, and at every stage of the product lifecycle. Accordingly, this depth of knowledge and experience, together with a growing roster of blue-chip clients, has helped to make GfK HealthCare one of the largest provider of market research to the healthcare industry worldwide (with a strong aim to be the global leader).

GfK Healthcare is represented by several strong brands, which are united through the supportive and closely integrated GfK HealthCare international network:

- V2 GfK (based in Pennsylvania, USA)
- GfK HealthCare and GPI Communications Research (based in Nuremberg, Germany)
- GfK Martin Hamblin (based in London, England with offices in the USA)
- Additional GfK operating companies throughout the world

As one of the largest global providers of healthcare market research, GfK HealthCare has conducted research in every major healthcare market in the world (as well as many secondary markets), and is well-positioned to support our clients' international project needs with responsiveness, quality and control. By utilizing the international network of the GfK HealthCare Group, clients benefit from the continuity of a single market research resource to create programs that are integrated at a global level, while also leveraging the flexibility that comes from our comprehensive knowledge of local healthcare markets, to help tailor programs at the local level.

Expertise

Expertise





As a full-service global agency, the GfK HealthCare Group works with clients to develop and implement custom healthcare market research approaches, as well as qualitative and quantitative market research and counsel to support:

Our Areas of Expertise

- Successful new product development and roll-out activities
- Launch and marketing of products and services
- Market launch of new products and accompaniment of established brands
- Improvement of customer loyalty
- Analyses of brand value, brand equity, pricing and positioning
- Development of value propositions
- Identification of differential advantages

In addition to our expertise in custom qualitative and quantitative research, the GfK HealthCare Group also has significant experience in ad hoc and multi-client panel research as well as in conducting physician, pharmacist and patient panels.

We have conducted market research with nearly every key stakeholder group in the healthcare industry, from physicians, patients and consumers to managed care decision-makers (payers), key opinion leaders, allied health professionals and sales representatives.

Knowledge gives you the lead, and the GfK HealthCare Group is focused on providing our clients with the specific knowledge and counsel needed to make marketing decisions with confidence, in order to give you that important competitive advantage. We strive to provide clients with comprehensive, sound and reliable information, as well as insights and action-oriented solutions to such important business questions as:

- Where are the future market potentials?
- What is the optimum product/brand profile?
- What is the right pricing strategy?
- In which indications and for which patient segments are my products and drugs preferentially prescribed?
- What motivates physicians in their choice of therapies and drugs?
- What is my position in relation to the competition?
- Does my brand strategy work?
- Is my brand image sufficient to survive successfully in the long-term against the price-intensive competition?
- Do the basic contents of my sales communications convey the brand features important for prescription?
- How can those product concepts that will become the mainstay of my business development be recognized early enough?

Excellence

[Excellence]





GfK HealthCare has worked diligently to build a reputation for market research excellence within the healthcare industry. And, we make sure that in our day-to-day collaborations with clients, we hold ourselves to the highest standards of quality in order to maintain our highly regarded reputation.

Our Commitment to Excellence

Our significant healthcare-focused market research experience and tailored approach to serving the specific needs of each client (rather than implementing “one size fits all” research), together with our emphasis on responsive customer relations ensures that our clients receive not only a superior research product, but a superior level of service as well.

The GfK HealthCare team strives to form true partnerships with our clients rather than just client-vendor “transaction-based” relationships. For GfK, partnership means that we work jointly with our clients at every phase of the project. Our approach to partnerships entails:

- Mutual development of and agreement on study designs
- Flexibility
- Regular monitoring and open communication regarding the progress of the study

At GfK, we understand and appreciate that in today’s fast-paced, competitive medical marketplace, clients not only need a market research partner who delivers a premium research product, but one that is responsive and attentive to the established project timelines. As part of our commitment to complete customer satisfaction, we ensure the punctual delivery of information at each phase of the project. Furthermore, to facilitate our clients’ review of the results, we prepare and present our reports in a clear and concise, customer-oriented manner. From start to finish, GfK HealthCare seeks to provide consistent quality and seamless service to our clients. And at every step, we are focused on one goal: providing successful and actionable solutions to our clients’ critical business questions.

Partnership

Partnership





GfK = Growth from Knowledge

We believe that through our research, we provide the knowledge and counsel to help our clients make sound business decisions, which ultimately stimulate strategic and financial growth. In the same vein, our corporate maxim of “Growth from Knowledge” also means that knowledge helps drive professional and intellectual growth. As such, we firmly believe in keeping our employees current on the latest market research and health-care developments, and – in step with our commitment to creating “partnerships” with our clients – we have established a formal program for the ongoing education of their market research employees, as well.

Furthering Knowledge: within GfK and the industry

GfK HealthCare Academy

Conducted in Brussels, this series of seminars provides a channel for GfK HealthCare to educate both its employees, as well as its clients’ market research employees, on topics ranging from the latest advancements in market research methods and instruments, to trends and developments in the healthcare and market research sectors.

In addition to establishing a training program for the benefit of our employees and clients, GfK HealthCare is proud of the leadership position we have taken to help educate others (even our own competitors!) in the general market research and healthcare market research industries. The senior management of V2 GfK, GfK Martin Hamblin Global Healthcare and GfK HealthCare are each intensely involved as “opinion leaders” in a variety of key industry groups, serving as instructors for educational workshops, speaking at annual general meetings and holding positions on committees and boards. These international groups include:

- **ESOMAR** (The World Association of Opinion & Marketing Research Professionals)
- **PBIRG** (The Pharmaceutical Business Intelligence & Research Group)
- **EphMRA** (The European Pharmaceutical Marketing Research Association)
- **PMRG** (The Pharmaceutical Marketing Research Group)
- **CASRO** (Council of American Survey Research Organizations)
- **BHBIA** (British Healthcare Business Intelligence Association)

Thank you for taking the time to read this brochure. Please do not hesitate to contact us directly if you require any more information.

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