

SKIM Healthcare

Insights to thrive in
today's shifting industry

In the new world of pharmaceutical marketing, is your insights strategy fueling or hurting your growth?

Consider the rise of value-based healthcare, the growth in payer and patient influence, or the pressure to innovate faster. This shifting environment requires creative thinking and actionable insights across the entire product lifecycle.

To develop more effective (and predictive) sales, marketing and innovation strategies, you must adapt your insights approach. Only by relying on a more robust and data-driven approach which considers the context of the shifting landscape, will you thrive.

Leading medical and pharmaceutical companies trust us for actionable insights from earliest stages of product development, through the launch, growth and maturity phases. Our solutions blend traditional methods and digital techniques.



New Product
Development &
Innovation



Market
Landscape



Forecasting



Communications



Physician & Patient
Decision Journey
Mapping

Drive better decision making throughout the product lifecycle

Early-stage

Comprehensive market understanding to drive New Product Development strategy

- > Gain a deeper understanding of market sizing, segments and dynamics for innovation decisions
- > Evaluate and prioritize new ideas, concepts and product features to gain a competitive edge
- > Determine the market, pricing potential and perceived value of new products to maximize profits
- > Accurately predict the uptake of products considering the influence of HCPs, regulators, payers and patient groups via advanced analytics techniques

Launch

Robust forecasting, communications and digital solutions to achieve rapid uptake and set a high-growth trajectory

- > Develop product messaging and understand HCP/patient drivers to improve brand performance
- > Discover the influence HCPs, payers and patients have in prescribing decisions utilizing digital techniques (e.g. AI, chatbots, voice technology and in-the-moment mobile research)
- > Uncover which traditional and digital channels HCPs/patients use to optimize marketing strategies
- > Better leverage connected and educated patients via online patient communities

Long-term growth

Sophisticated pricing, brand communications and digital solutions to maintain market share and slow down declines

- > Better predict the impact of competitor introductions
- > Monitor brand performance in a more dynamic way to better prioritize marketing strategies and determine salesforce effectiveness
- > Optimize product messaging and understand HCP/patient drivers to ensure long-term growth

About SKIM

SKIM is a global insights agency helping leading companies thrive by understanding decision-making.

To stay ahead today, it's critical to know how decisions are made and how the changing environment influences decisions for consumers, healthcare and B2B professionals. We combine decision-behavior know-how with analytical rigor, a thorough understanding of marketing challenges, and innovative research techniques. *The result?*

Practical recommendations you can use to propel your business forward, online and offline.

With 9 offices in Europe, US, Latin America and Asia, and 150+ enthusiastic SKIMmers ready to help crack your business case, how can we team up with you today?

skimgroup.com