



G & S Forum applies market research rigor to the medical meeting environment to obtain feedback and insight from Key Opinion Leaders (KOLs). Serving healthcare companies, G & S Forum delivers market intelligence to assist our clients in making more informed and more confident product development and marketing decisions. Whether the goal is understanding patient preference in drug administration or better understanding treatment algorithms for a specific therapeutic area, our programs are designed to explore a broader range of issues than is typical in conventional research settings.



## ► PROVEN EXPERIENCE AND CREDENTIALS

A division of G & S Research, one of the healthcare industry's most-trusted and fastest-growing market research suppliers, G & S Forum brings proven experience to your research needs. We have a demonstrated understanding of research methods, statistical expertise, analytical acumen, and reporting capabilities.

Our facilitators are carefully selected to be socially adept, flexible, and able to glean critical information from thought leaders within a less structured environment. Their subject knowledge enhances their ability to interact comfortably with high-level professionals who know that their valuable time and knowledge are being accessed efficiently and capably.

G & S Forum's professionals have advanced degrees in qualitative and quantitative research methodologies and extensive experience in applying a variety of approaches to the research needs of the healthcare industry. We are also skilled in capturing key findings and conclusions and in offering recommendations for future actions.

## ► COMPREHENSIVE SERVICES AND CONSULTATION

G & S Forum provides comprehensive design, data collection, and analysis services. Our methodology is designed to comply with PhRMA and OIG guidelines, and our extensive reporting addresses your specific needs.

We serve pharmaceutical and biotech companies in all sizes and product specialties and consult on a wide range of therapeutic categories at every lifecycle stage, from pre-launch to maturity. We also work with medical-content companies in facilitating participant interactions, obtaining the feedback and insight client companies require to reach their strategic goals and objectives.

## ► A COLLEGIAL APPROACH



G & S Forum's approach focuses on the use of open forums to gather the opinions and perceptions of thought leaders to better understand treatment algorithms and disease management. Whether through a single meeting or a series of events, our approach affords influential participants the opportunity to interact both socially and professionally with fellow thought leaders and obtain new information on topics within specific therapeutic categories.

This less-formal, more collegial approach gives clients a greater opportunity to participate in the interaction, as well as a legitimate way to build rapport with these hard-to-reach influentials. It fosters dynamic, rigorous discussions that bypass the barriers associated with more traditional research, and provides refreshingly candid answers and information. Because clients are present and known to the participants, they can raise and explore contingencies in scientific, medical, or regulatory areas that would be very difficult to address in traditional marketing research.

► **INFORMAL, YET STRUCTURED**

While G & S Forum’s approach benefits from the natural spontaneity of participant interaction, our professionals achieve results through a carefully thought-out, structured process:

- We design a data collection and analysis plan by eliciting and understanding our client’s needs.
- In addition to open forums, we can incorporate other successful methodologies, such as small group discussions, real-time polling, self-directed small group activities, and pre- and post-meeting surveys
- Our experienced facilitators manage data collection and work with analysts to interpret results.
- We rigorously analyze data and prepare extensive reports with meaningful findings.
- Your deliverable is a presentation-ready report that captures detailed, actionable findings and insights.



► **A PARTNERSHIP PHILOSOPHY**

G & S Forum is committed to developing sound business partnerships with healthcare companies by using our expertise to help you understand the needs and perceptions of some of your most critical clientele, so you can achieve your business and patient care objectives with confidence.

G & S Forum also has the expertise to assist you with:

**CME Needs Assessments.** We help you identify unmet needs, knowledge gaps, and other important topics for medical education. Our facilitators gather a group of advisors for unbiased feedback and insight into pressing medical education needs and selection criteria for funding unsolicited research grants, helping managers evaluate and prioritize competing grant interests.

**Key Opinion Leader Identification.** Rather than using traditional avenues such as speaker searches, G & S Forum goes directly to your market to identify which practitioners are recognized as experts and have the greatest reach. For instance, we ask leading healthcare professionals where they would turn for assistance in a complicated case and who is conducting their specialty’s most promising research.

► **OUR THERAPEUTIC EXPERIENCE**

- Anti-Infectives
- Cholesterol
- Cardiovascular
- Diabetes
- Immuno-suppresants
- Multiple Sclerosis
- Oncology
- Psychotherapeutics
- Respiratory
- Sexual Dysfunction



**G & S FORUM**  
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