

# HEALTHCARE

The Hansa team has supported business objectives for the world's leading pharmaceutical firms, medical equipment companies, health insurance organizations, and hospitals, with a focus on improving target audience experiences as well as key outcomes. We help our clients navigate an especially complex confluence of factors including the aging of baby boomers, the emergence of new populations in need of healthcare, evolving government regulation, and increasing reimbursement pressures.

Our solutions have supported business objectives such as understanding primary barriers and opportunities for product innovation, increasing brand attraction, and enhancing provider relationships.

The foundation of our approach involves forming a rigorous understanding of key issues and needs. From there, we design and field research that allows our clients to make sound strategic decisions and to be able to change course as seamlessly as possible when market conditions shift.



## Hansa research projects in Healthcare span the following:

- Global analysis of a new product for a major medical device manufacturer
- Ad and concept testing for a leading pharmaceutical firm
- Support to a global pharmaceutical company to develop an innovative market positioning program aimed at a specific cohort and its attendant health needs
  - Implementation of a customer-focused strategy for one of the leading hospital systems in the United States
  - Brand analysis for a hospital services consortium
  - New product positioning and messaging exploration for a global medical device
  - Competitive analysis of a new product in a designated segment for a pharmaceutical firm
- Global brand equity tracking for a medical equipment firm
- Physician segmentation research for major pharmaceutical and medical equipment firms

*Hansa provides a full range of qualitative and quantitative research services. Our experienced research and consulting team, including PhD-level statisticians, uses innovative, data-driven methodologies tailored to our clients' research needs.*

*We pride ourselves on our ability to truly understand the voice of the customer and translate that voice into winning strategies for brand development, marketing communications, customer relationship enhancement, and product/service innovation.*

**HANSA**  **GCR**

Hansa GCR is a full-service market research and consulting firm. Looking through the lens of the customer experience and applying psychological principles of human motivation, it offers best-in-class research in areas relating to Customer Relationship Equity, Brand Solutions, Market Assessment, Green and Sustainability, and Product/Service Innovation. Hansa GCR is part of R K SWAMY HANSA, an emerging global group with 1,100+ professionals offering Creative Communication, Market Research, Data Analytics, Brand Consulting, Interactive and Healthcare Communication Services.

For further information about Hansa GCR, please visit us on the Web at [www.hansagcr.com](http://www.hansagcr.com), contact us via email at [customresearch@hansagcr.com](mailto:customresearch@hansagcr.com), or call us at +1 503.241.8036.