

GfK

GfK HealthCare CEE

GfK HealthCare Central and Eastern Europe

Global expertise - local knowledge



GfK. Growth from Knowledge

philosophy



[philosophy]

Our philosophy:

pharmaceutical know-how
present in all eastern European countries
full-service provision
solution-orientated use of the entire spectrum of investigation
present in all sectors of the healthcare systems



[know-how]

Pharmaceutical know-how: The obvious pre-requisite of a far-reaching and comprehensive understanding of the conditions underlying the various health-care systems is something you will find in all our local health-care experts. Against this background we set up projects, which will support you in your strategic and operative decisions. More than 100 clients have benefited from our expertise in over 500 projects and have achieved competitive advantages as a result of the decisive extra knowledge they possess.

[network in CEE]

Present in all eastern European countries: We are the only Market Research Institute that is able to offer you access to a network of wholly owned subsidiary companies in the central and eastern European sector.

[provision]

Full-service provision: GfK HealthCare assures you decisive reliability through our empirical research. We support you in all decisive steps of the market research process: from the drawing-up of a study design which is tailor-made to your requirements, through the high-quality execution of the interviews to the in-depth analysis of the results which includes recommendations for their implementation.

[solution-orientated]

Solution-orientated use of the entire spectrum of investigation: We do not believe that art for art's sake is appropriate today. All the projects we run are subject to the fundamental principle of the efficient use of the available resources and therefore guarantee you the best possible cost-benefit relationship. In this context we make use of the entire repertoire of study methods for empirical research in our qualitative and quantitative projects (face-to-face, telephone and on-line interviews, qualitative individual in-depth explorations, focus groups).

[experience]

Present in all sectors of the HealthCare systems: Our experience enables us to carry out projects in every conceivable sector. Our most important branch, however, is research concerning Rx products (with experience in more than 50 indications) and OTC products. Our experience also covers projects on sociological and pharmaco-economic aspects, laboratory supplies, dental and animal health products. In the product cycle we provide support for you from the pre-launch phase of determining the positioning up to relaunches and problems in period before the patent protection runs out.


[philosophy]



Whatever the scope of the decisions which you have to make on a day-to-day basis is, we have a variant within our health research that suits:

- profile of needs
- product positioning
- launch checks
- brand equity
- control of field force
- packaging tests
- price tests
- folder tests
- acceptance and efficiency of the marketing mix
- user structures
- customer satisfaction
- patient flow
- testing of advertising materials
- quasi-epidemiological studies

[your topics]



[our methods]

We can use the following resources to deliver results to you for these and many other aspects of pharmaceutical marketing:

- Computer Assisted Telephone Interviews
- Computer Assisted Personal Interviews
- mail surveys
- On-line interviews
- Psychological in-depth interviews
- Focus groups (with one-way mirror)
- Creative groups
- Observations
- Mystery shopping



[our services]

Our services

**Not just a database:
a complete solution-oriented consultancy**

GfK Healthcare consultants regard themselves as fully committed project managers:

You ask the question, we provide the solutions.
Using data as the basis,
And with quality as our byword,
We offer advice based on knowledge.
Growth from knowledge.

We analyze the problem jointly.

The methods proposed will provide the solution.
Our target group experience guarantees the correct customer approach.
We ensure a rapid and flexible response to your requirements through our in-house data collection and processing departments.

To us 'consultancy' means:

Listening, understanding and proposing solutions based on knowledge for your growth.



For further details please contact our local experts:

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Both our colleagues in the local GfK HealthCare departments and those at the regional coordination center for CEE in Vienna are always available to provide you with information about multi-country studies.

GfK Partners in...

Albania

Armenia

Azerbeidjan

Belarus

Cyprus

Estonia

Georgia

Kazakhstan

Kirgistan

Latvia

Lithuania

Malta

Moldova

Turkey

Turkmenistan

Uzbekistan

network in CEE

The GfK Group

The GfK Group, the No. 5 market research organization worldwide, is active in five business divisions, Consumer Tracking, HealthCare, Non-Food Tracking, Media and Ad Hoc Research. In addition to 15 German subsidiaries, the company has approximately 120 subsidiaries and affiliates located in over 50 countries. Of a current total of about 5,100 employees, approximately 800 are based in Central and Eastern Europe.



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