

KN Pharmaceuticals and Health Care

Helping clients create and nurture successful health care brands

Knowledge Networks (KN), a GfK Company, combines the hands-on consultative approach of a boutique firm with the resources and scale of a large research company to solve unique brand and business challenges in global markets.

We elevate data to insights and action through a rigorous yet collaborative approach that is distinguished by smart design, powerful analytics, and interactive work sessions. Our “big boutique” philosophy ensures senior level involvement on our engagements, whether you are formulating new product strategy or sustaining the health of in-line brands.

KN solutions are powered by an in-house **Advanced Analytics** team that avoids a black-box approach to modeling. This results in solutions that deliver a stronger management focus and increased actionability. For example, our **segmentation research** has supported ARF Ogilvy award winners and we have presented at numerous industry conferences, such as **ESOMAR, PMRG and The Market Research Event**.

Published in peer-reviewed journals

KN's health care solutions are enhanced by our track record with **government and academic** clients. Institutions such as the CDC, NIH, and the Harvard School of Public Health regularly partner with KN because of our commitment to scientifically sound, probability based sampling. Our outcomes research has appeared in the most selective peer-reviewed journals, including JAMA, The New England Journal of Medicine, and The Journal of Clinical Oncology. [\(See a list of peer-reviewed journals.\)](#)



STRATEGY FORMULATION

- Landscape Mapping
- Segmentation
- Endpoint & Program Optimization
- Patient Flow Mapping
- Workshops

LAUNCH ACTIVATION

- Positioning & Message Optimization
- Brand Identity Elements
- Digital & Traditional Ad Assessment
- VisAid Testing

MEASUREMENT & CALIBRATION

- Brand (Equity) Tracking
- MD-DIARY® (Patient chart studies)
- MD-PRACTICE® (ATU Studies)
- MD-DETAIL® (Message recall studies)
- Health Outcomes
- MD-EXPRESSSM (Quick-pulse surveys)
- Sponsorship Evaluation



KN Pharmaceuticals and Health Care *continued*

Data Resources

Two of KN's valuable information resources are the **Physicians Consulting Network (PCN®)** and **KnowledgePanel®**.



The **Physicians Consulting Network (PCN®)** is one of the only healthcare research panels that combines senior-level survey expertise with access to thousands of hard-to-reach, highly engaged **specialists**.

PCN® connects you with your high-value health care professionals, such as oncologists, neurosurgeons and diabetes educators.



Knowledge Panel® is the only probability-based online research panel that is representative of the U.S. population. By recruiting through Address Based Sampling (ABS) and providing Internet access to households that are

not online, KnowledgePanel provides researchers access to representative samples of difficult-to-survey populations, such as those with chronic conditions and the elderly, both of whom are under-represented on opt-in online panels.

Visit our [home page](#) to learn more about KN's

- Therapeutic categories & audiences
- Case studies
- Global research
- Discrete choice simulator
- Articles, Webcasts, and presentations

<http://www.knowledgenetworks.com/pharma>

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