

A CASE STUDY

Gathering Live Insights from Physicians on a Treatment Landscape

Discussing the Treatment Landscape for Blood Cancer through a Workshop

CHALLENGE

A marketing agency client came to GLG seeking insight on the treatment landscape for a type of blood cancer. To develop the strongest ideas for its pitch, it wanted to test the obstacles it had identified through initial primary research.

THE GLG APPROACH

GLG sourced four qualified physicians with extensive knowledge in the space to share their expertise. We designed a two-hour working group session for the experts to share their knowledge and insight.

In this workshop, the client was able to gather feedback on their ideas, while building knowledge of the current and future treatment landscape.

OUTCOME

Four physicians participated in the client's two-hour workshop. Afterward, the client let us know that "the physicians were very engaged and we feel like we had a productive session." GLG's client used the insights gathered to pitch innovative solutions to its prospective client.

FEATURED PRODUCTS



GLG Qualitative

[Learn more](#)

GLG ran a workshop for an agency client to discuss the treatment landscape for a type of blood cancer and to get feedback from physicians to inform the agency's solutions pitch to a prospective client.

Why GLG?

Project Breadth

A two-hour workshop with four physicians.

Dynamic Format

To meet the client's need for live feedback in a collaborative setting, a virtual workshop was the best format to get the insight it needed.

Precise Matches

We sourced four qualified physicians in under 48 hours with specific expertise in blood cancer treatment.

As the world's insight network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

The information provided in this marketing material is for informational purposes only. The information is not offered as advice on a particular matter and should not be relied on as such.

GLG® and the GLG logos are trademarks of Gerson Lehrman Group, Inc.

©2021 Gerson Lehrman Group, Inc. All rights reserved