

## Are you missing an opportunity?

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### CASE STUDY

2018

#### BACKGROUND

Our client has a large portfolio of over-the-counter (OTC) healthcare products. Following a change of senior management, they decided to conduct a full reassessment of the key stakeholders with whom the company engaged, across 26 markets spanning six continents. The underlying notion was that the organization needed to view their marketplace through a fresh pair of eyes.

In conducting this research, our client was adamant about the range of stakeholders that they wanted to identify and better understand, which included: physicians, pharmacists, nurses, nutritionists, psychologists, sports scientists, government advisors, officers and healthcare policymakers.

#### KEY ISSUES

The stakeholders of interest to our client were predominantly non-medical professionals. As such, they were most likely to be active across a range of non-scientific channels, such as consumer magazines, television, radio and the internet. It became clear that social media research, across a wide range of languages, would form the cornerstone of the research campaign.

In the OTC environment, there are few restrictions on who writes about, comments on, or promotes a particular product. As a result, there exist vast volumes of data with useful and relevant, as well as irrelevant content.

#### KEY LEARNINGS

In the OTC marketplace, many people actively engage in healthcare discussions because they have something to sell. We found lots of evidence of people selling their own products, remedies, services or books. In many respects, we had to sift through partisan promotion in order to find genuine experts instead of self-proclaimed gurus.

In the OTC environment, contributors to discussions about particular products are vociferous and often binary. In order to contextualize the stakeholders identified for our client, we found it was necessary to distinguish between the positive and negative market commentary.

This project demonstrated the extent to which public consideration of healthcare professionals varies from country to country. In some markets the pharmacist's opinion is regarded as highly influential, in others, they barely register as a medical authority.

The sheer scope of the project, and the geographic spread of potential users, meant delivering the results in our online tool to give our client the chance to make best use of all the information.

**To be sure you're talking to the right people, talk to the right people**

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