



# Cell & Gene Therapies

Outsourcing Trends and Market Outlook



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This market research is available off-the-shelf in the form of our syndicated reports, but we also frequently take on custom research projects to help drug developers and service providers make data-driven decisions with their B2B partnerships, identify new market opportunities, and stay ahead of the competition.

We host several free resources on our website as well, covering topics such as CDMO and CRO selection, clinical development, drug manufacturing, eClinical technology, decentralized trials, the cell & gene market, and more.

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*Smarter questions ∴ Smarter answers*

# Cell & Gene Therapies

## Outsourcing Trends And Market Outlook

**BRANDON ALLISON** Syndicated Sales & Marketing Director, ISR

 @ISRreports

**T**he current state of cell and gene development is akin to the United States' Wild West of the 1800s, thankfully with more decorum and regulation. Some of the larger companies are well funded and are exploring the uncharted wilderness of bringing these therapies to market, shouldering both the burden and the glory that comes with their efforts. Other small and emerging biopharmas are equipped enough to set out on their own adventure, but it comes with higher stakes, and they must overcome similar struggles to their larger competitors with fewer resources. Regardless of size or investment, companies can only be successful in their cell and gene projects if they have access to good data to inform their strategic decisions.


These therapies hold immense promise but demand meticulous attention and focused expertise. We're not Lewis and Clark, but Industry Standard Research (ISR Reports) can certainly support your company with its cell and gene expeditions. Our primary market research captures reliable and novel data from verified biopharma professionals who have outsourced manufacturing experience. These data serve to inform the industry of the latest outsourcing philosophies and practices with regard to cell and gene therapy manufacturing, and this eBook is a brief compendium of our market outlook research into this space.

"What's Happening in Cell & Gene Therapy Development?" explores reported pipelines for drug innovators now and in the future. This article also offers a snapshot of what our respondents state that they seek in a CDMO and at what stage of development CDMOs are utilized. Biopharma readers can compare their practices to that of their competition, and manufacturers can learn how to best position their services and capabilities to win bids for cell and gene projects.

"A Summary Of Cell & Gene Therapies Manufacturing Outlook Report: 2023 Edition" comes from our friend Erin Harris, Editor-In-Chief at Cell &

Gene, a Life Science Connect online community dedicated to this corner of drug development. She pulls out some of the most intriguing parts of our 2023 research, sharing a few key findings and how they reinforce what her readers have expressed to her about their experiences in this space. Also featured from Life Science Connect are two charts from the 2023 market outlook report that ran in the Life Science Leader magazine: the first showcases the top 3 and number 1 CDMO satisfaction drivers participants indicated, and the second details the cell and gene manufacturing activities that decision makers plan to outsource to CDMOs.

"Cell & Gene Therapies Outsourcing Trends" and the eponymous "Cell and Gene Market Outlook" pieces are designed to further exhibit what readers can learn from our research. The former offers full charts on the number of cell and gene therapies in respondents' pipelines, their therapeutic areas of focus, and the types of service providers used. The latter looks at proportions of outsourced activities and the number of CDMOs utilized to meet outsourcers' cell and gene therapy manufacturing needs.

Despite myriad advances made in the last three decades, biopharma companies, the CDMOs they partner with, and the investors that back both types of businesses still face a variety of complex challenges. From managing the intricate manufacturing process and scaling up production while ensuring quality, to securing dependable supply chains, grappling with evolving regulations, and managing the high costs involved—each step presents its own unique puzzle. It's a brave new landscape where scientific innovation meets logistical precision, and where the goal is not just producing groundbreaking therapies but also making them accessible and affordable for patients. This eBook offers valuable insights that shed light on the evolving dynamics of the cell and gene therapy outsourcing space, helping you navigate this exciting yet challenging terrain. 



### KATE HAMMEKE

#### Chief Executive Officer, Industry Standard Research

Kate Hammeke has been working in cross-industry market research for twenty years, with 14 years of CDMO/CRO market research and market strategy consulting experience. Her research has informed the CDMO Leadership Awards since its inception.

In January of 2024, Kate became the CEO of Industry Standard Research. Prior to that, Kate led the contract manufacturing market research division at ISR. In her role, she oversees both the syndicated and custom research projects for drug innovator and contract manufacturer clients. Before joining Industry Standard Research, Kate served as Director of Marketing Intelligence at Nice Insight, playing an integral role in the development of the research division of That's Nice. Kate has developed and coordinated custom research projects for more than 50 major brands in the Fortune 500. Using her industry knowledge, Kate has written over 100 articles related to pharmaceutical outsourcing for numerous industry publications, including as a regular contributor to Life Science Leader magazine.



### ERIN HARRIS

#### Chief Editor, Cell & Gene

Erin is Chief Editor of Cell & Gene, Host of Cell & Gene: The Podcast, and Moderator for Cell & Gene Live events. She is also a contributing editor to Life Science Leader magazine. She studied English and Psychology at Lafayette College and has 20+ years of experience in B2B publishing. Erin spent 10 years covering and reporting on the adoption of information technology from a B2B perspective. She's written on technology topics ranging from Big Data and analytics to security and e-commerce. In each case, her reporting centered on innovations that improved operational efficiencies, fostered interdepartmental collaboration, or enhanced supply chains. Currently, she writes actionable information for professionals involved in the development and commercialization of cell and gene therapies. She covers the entire product lifecycle from basic research to commercialization. Erin has interviewed executives from Fortune 500 as well as startups. She has moderated panel discussions and has spoken at numerous industry events from large conferences to niche forums.



### BRANDON ALLISON

#### Syndicated Sales & Marketing Director, Industry Standard Research

Brandon manages relationships with ISR's library subscribers and syndicated report clients. With a decade of experience in sales and customer service, he brings a unique perspective to his role in content writing and marketing strategy. Brandon contributes to ISR's marketing through content creation and distribution, helping to connect drug innovators and service providers to the information they need to make the best decisions possible for their business. He holds an undergraduate degree from Appalachian State University and has been with ISR since 2021.

# Welcome to Industry Standard Research

CELL & GENE THERAPIES OUTSOURCING TRENDS AND MARKET OUTLOOK

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The perceptions captured in this report make no bones about it: there is a demand for expertise and scalability from biopharma innovators. The newness of these therapies dictates the need to outsource – sponsors are in the process of building up facilities, but they are not online yet, or sponsors are waiting until the therapy is closer to commercialization to invest in facilities.

# What's Happening In In Cell & Gene Therapy Development?

**KATE HAMMEKE** Chief Executive Officer, ISR

 @ISRreports

**T**he newness of cell and gene therapies as part of modern medicine's armamentarium means there are a lot of unknowns and unexplored territory. These unknowns also translate to the biopharma companies that are developing the therapies. Industry Standard Research investigated the current state of outsourcing for cell and gene therapies by asking sponsors about their outsourcing practices, their pipelines for these products, and what their portfolios may look like in five years.

Half of respondents come from large pharma companies with revenue over \$5B, roughly one-quarter (22%) come from mid-sized companies with revenue between \$500M and \$5B, and one-quarter come from small companies with revenue under \$500M. On average, respondents with a cell therapy offering have 4.8 cell therapies in their pipelines, and respondents with a gene therapy offering have 4.3 therapies in their pipelines. The cell and/or gene therapies the respondents currently have in development are largely focused on oncology, with 58% confirming the therapeutic area.

When it comes to outsourcing, the largest segment of respondents, 44%, use CDMOs to augment their internal capabilities. One-quarter have no cell and/or gene therapy manufacturing capabilities (but manufacture biologics or small molecules in-house) and one-fifth outsource 100% of manufacturing. About one-in-10 respondents reported using CDMOs to manufacture products in countries in which they otherwise do not have access. Outsourcing budgets fall in various ranges, often running parallel to company size. Roughly 40% of the respondent group has an annual expenditure upwards of \$50M on outsourced cell and gene therapy development and

manufacturing, and another 40% will spend \$10-50M per year; the rest of the group's annual outsourcing expenditure is under \$10M.

## OUTSOURCERS WANT CDMOS THAT CAN SCALE UP

The majority of the respondent group confirms their companies use CDMOs during Preclinical, Phase 1 and Phase 2 stages of development. Use drops slightly at Phase 3 and commercial, as some respondents' cell and gene therapies have not yet met those milestones. However, the desire to use the same CDMO for development and commercial manufacturing activities is a high priority; more than four out of five respondents indicated it is moderately or very important to do so.

Demand for viral vectors is the highest at 62% of respondents engaging a CDMO for the capability. This need is anticipated to remain steady over the next five years, rising slightly to 68% by 2026. Of those who are outsourcing viral vector manufacturing, the most common is adenovirus, followed by lentivirus, adeno-associated virus, and oncolytic virus. Just over one-third of respondents are currently engaging CDMOs for allogeneic cell therapy services (38%), and a similar proportion is engaging CDMOs for autologous cell therapy needs (37%). Cell-based immunotherapies and viral modification are, respectively, the greatest needs among these outsourcers.

When asked where service providers should focus their technology and infrastructure investments to best fit sponsors' outsourcing needs, the most common response had to do with scalability (23%). Example responses include, "Being able to take the product from bench to

market for the client” and “Able to scale up rapidly in a cost-effective manner.” This advice not only aligns with one of respondents’ most-outsourced activities, Process development/ Scalable manufacturing process (49%), but it also reiterates cell and gene therapy outsourcers’ strong desire to use the same CDMO for development and commercial manufacturing activi-

ties. ISR research on outsourced manufacturing shows this trait is not unique to cell & gene outsourcers; rather, just 7% of decision makers for outsourced manufacturing say it is not at all important to use the same provider for development and commercial manufacturing.

[Click here](#) to learn more about ISR’s Cell & Gene Therapies Market Outlook report. **ISR**





# A Summary Of Cell & Gene Therapies Manufacturing Outlook Report: 2023 Edition

ERIN HARRIS Editor-In-Chief, Cell & Gene

[@ErinHarris\\_1](#)

Last year, I wrote a summary of Cell & Gene Therapies Market Outlook, a research report released in Q3 2021 by Industry Standard Research (ISR). The original report was ISR's first edition, and it was designed to provide support and direction for innovator companies with cell and/or gene therapies in their pipelines or portfolios as well as to CDMOs that were looking to win their manufacturing business. ISR just released [Cell & Gene Therapies Manufacturing Outlook \(2nd Ed.\)](#), and just like its predecessor, it's chock full of valuable data.

Visit ISR for the [full-length report](#), and in the meantime, here is a summary of their findings.

## RESPONDENT DEMOGRAPHICS

After having cleared a multi-step screening process, 100 respondents completed a 15-minute quantitative online survey, and data were collected in Q1 2023. Here is a snapshot of the respondents' demographics; note these stats include some but not all the demographic information contained in the report. Biopharmaceutical companies (R&D \$1B or more) represented 44% of respondents, and biopharmas with R&D less than \$100M represented 23%. Seventy-one percent of respondents are from North American companies; 22% represent European companies, and 7% are from Asian Pacific companies. The participating companies have an average of 4.5 cell therapies and 3.6 gene therapies in their pipelines. Seventy-four percent stated using mid-size, full-service CDMOs followed by specialty (contract) labs at 58 and large, global CDMOs at 57%.

## TOP FINDINGS

ISR asked, "Which therapeutic areas are the cell and/or gene therapies in your company's pipeline

designed to target?" ( $n=100$ ), the data show that oncology (67%) is the most targeted therapeutic area for the cell and/or gene therapies in respondents' company's pipelines. Immunology (39%), hematology (28%), and neurology (21%) follow distantly. Indeed, ISR's [Cell & Gene Therapies Manufacturing Market Outlook \(2nd Ed.\)](#)'s findings corroborate much of what we hear regularly from [Cell & Gene](#) readers as well as the subject matter experts who contribute guest articles and who appear as guests on [Cell & Gene: The Podcast](#) and as expert panelists on [Cell & Gene Live](#) events. For example, in [this recent article on Cell & Gene pertaining to stem cell manufacturing](#), the author explains that stem cells are being studied for their potential to be used in different types of cancer like bone cancer, blood cancer, prostate cancer, or any other cancer therapies, such as developing personalized cancer vaccines and regenerating damaged tissue after chemotherapy. Stem cells have been used in bone marrow transplantation for treating blood disorders, such as leukemia and other blood-related cancers. And, they have shown potential in treating neurological conditions such as Parkinson's disease, Alzheimer's disease, and spinal cord injuries.

ISR's report shows that in the next 18 months, the most frequently outsourced cell and/or gene manufacturing capabilities among respondents will be viral vectors (52%) and autologous cell therapy (49%). A slightly larger proportion of respondents anticipate outsourcing the manufacturing of viral vectors (58%), allogeneic cell therapy (45%), and mRNA (38%) in 5 years.

The most outsourced cell and/or gene manufacturing activities are process development / scalable manufacturing process (55%) and fill-finish (55%) among respondents. Other fre-



quently outsourced activities include clinical supply logistics (46%), analytical development (45%), formulation (44%), and CMC (42%). ISR reports that those activities are anticipated to be outsourced at similar levels 5 years from now, except for fill-finish, which will decrease slightly. Fewer respondents outsource allogeneic cell therapies in comparison to autologous (38% vs. 49%). A larger proportion of respondents anticipate outsourcing allogeneic therapies five years from now (45%) than at present (38%).

Under viral vector outsourcing needs, respondents state lentivirus (58%) followed by AAV (48%), adenovirus (42%), and oncolytic virus (17%). For allogeneic cell therapy outsourcing needs, respondents listed cell-based immunotherapies (79%), iPSC manufacturing (37%), exosomes (5%), and other (8%). And for autologous cell therapy outsourcing needs, viral modification (65%) and non-viral modification at 43% and other at 4%.

When it comes to the primary outsourcing drivers for CGTs, ISR reports that 52% of drug developers engage CDMOs for cell and/or gene manufacturing activities to augment the supply they can manufacture in-house. Twenty-four percent of respondents shared that they have no manufacturing capacity / outsource 100% of manufac-

turing, while 16% indicated they have no cell/and or gene therapy. When asked, "About how many CDMOs do you think your company will need to meet your cell and/or gene therapy manufacturing needs five years from now?" (n=100), 40% of respondents stated they currently need two CDMOs, and that percentage drops to 19% in 5 years. Twenty-five percent of respondents currently use 3 CDMOs and 24% expect to use 3 CDMOs in 5 years. Fourteen percent of respondents stated they currently use 1 CDMO with 15% predicting they will use 1 CDMO in 5 years.

According to 26% of respondents, the primary reason service providers lose bids for a cell and/or gene therapy manufacturing project is "lack of experience with the type of therapy we are developing." This is followed by regulatory violations (18%) and high cost (16%). Indeed, for years, Cell & Gene's readers have stated **lack of experience**, high costs, etc. as reasons why potential partners lose bids.

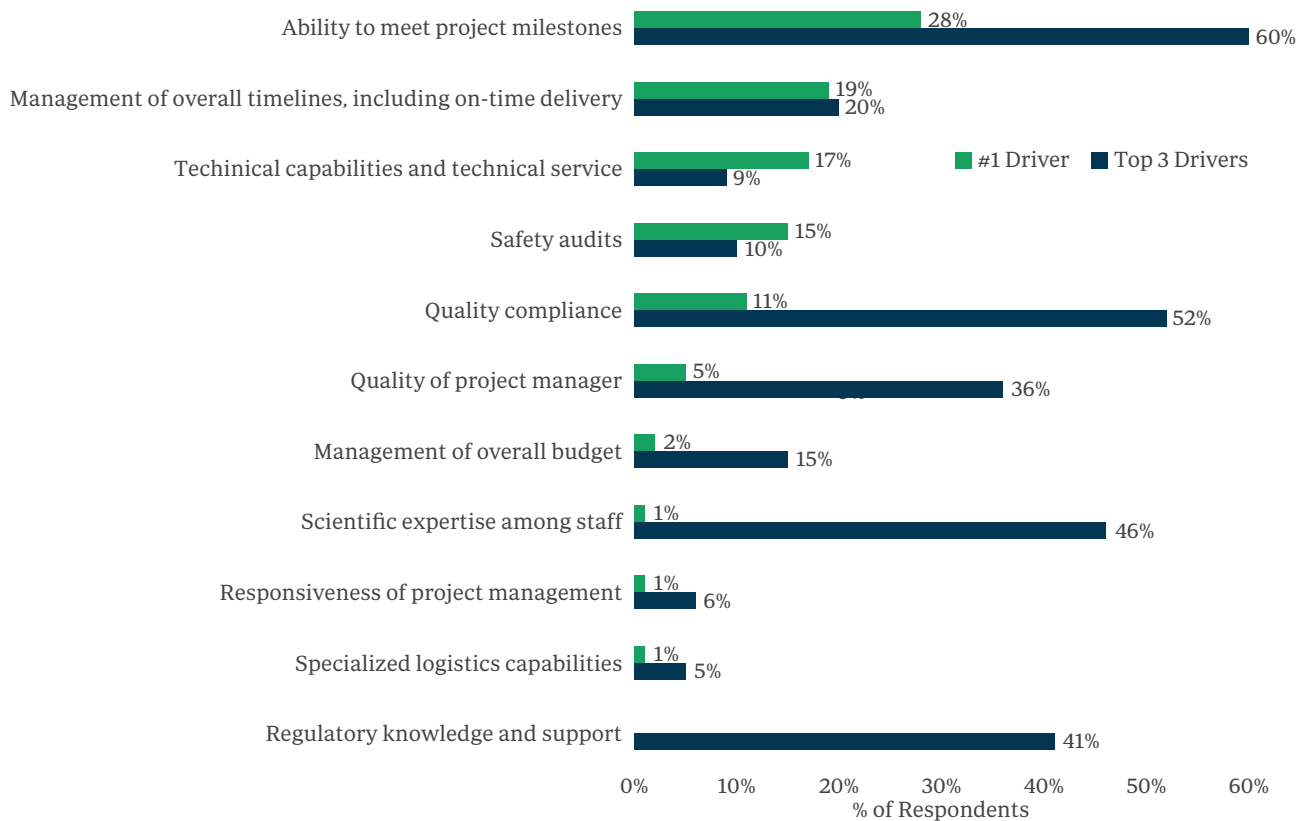
This summary is only the tip of the iceberg. ISR's [Cell & Gene Therapies Manufacturing Outlook \(2nd edition\)](#) is a must-read for any CGT company interested in understanding how CGT companies partner with service providers and why in order to scale. **ISR**

# Cell & Gene Therapies Manufacturing Market Outlook

In ISR's [Cell & Gene Therapies Manufacturing Market Outlook \(2nd Edition\)](#) we asked respondents to rank their Top 3 satisfaction drivers regarding a CDMO's performance in cell and/or gene manufacturing activities. The chart below shows the percentages of respondents who listed each driver in their Top 3, and the proportion of respondents who ranked the driver #1.

Roughly one-quarter of respondents ranked *Ability to meet project milestones* #1 (28%) and 60% placed it in the Top 3, topping both lists. 19% of outsourcers selected *Management of overall timelines, including on-time delivery* as their #1 satisfaction driver. Both top drivers relate to timeliness, showing respondents value the ability to execute and deliver the project in accordance with established parameters.

*"In your experience with using CDMOs for cell and/or gene manufacturing activities, what usually drives your satisfaction with a contract manufacturer's performance? Please rank the top 3 drivers of satisfaction, using #1 to indicate the top driver." (n=100)*



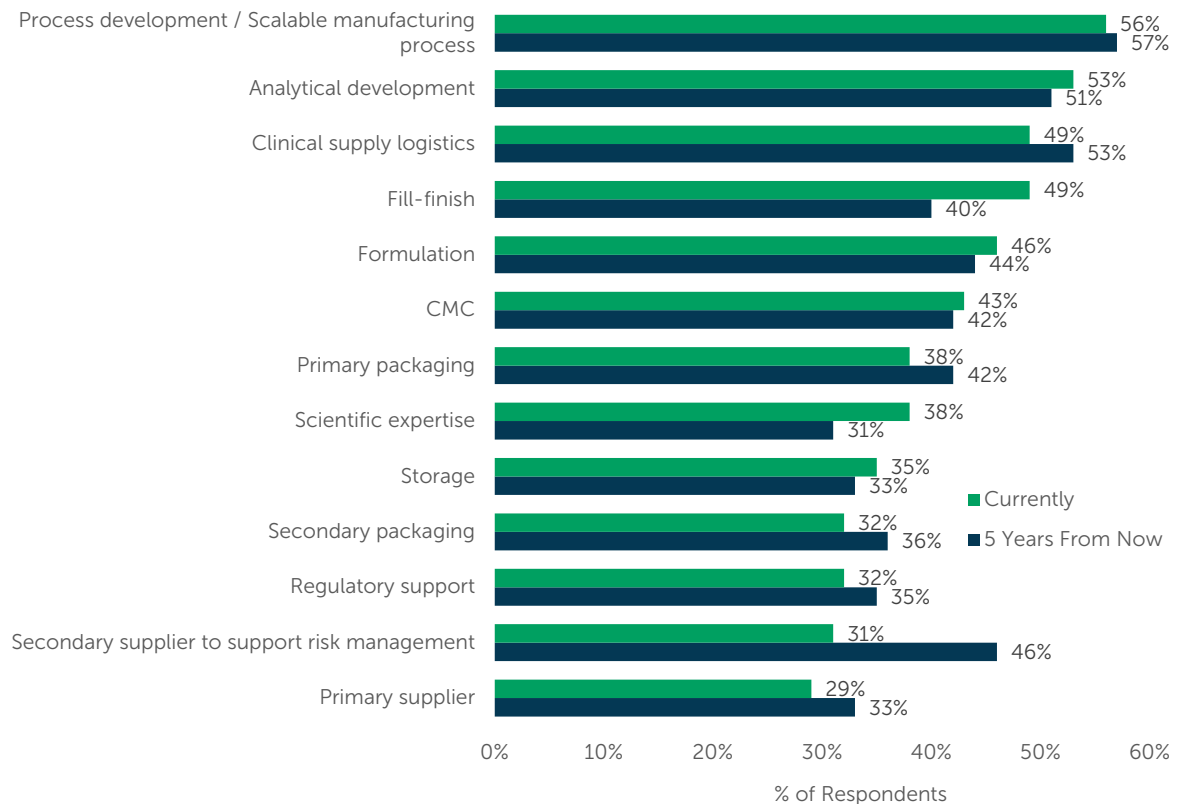
# Cell & Gene Therapies Manufacturing Market Outlook

In ISR's *Cell & Gene Therapies Manufacturing Market Outlook (2nd Edition)* research participants were asked to select the cell and gene manufacturing activities their company would outsource to CDMOs in the next 18 months, and in 5 years. The following chart shows the data from the cell therapy participants exclusively to gain a clearer snapshot of the cell therapy market.

Among these respondents, roughly half currently outsource *Process Development / Scalable manufacturing process* (56%), *Analytical development* (53%), *Clinical supply logistics* (49%), and *Fill-Finish* (49%). Interestingly, *Secondary supplier to support risk management* jumped 15 percentage points from 31% to 46% 5 years from now. This finding demonstrates cell therapy sponsors are actively seeking to mitigate their risk where possible.

*"Which of the following manufacturing activities and services will your company outsource to CDMOs in the next 18 months? Select all that apply." (n=72, Cell Therapy respondents only)*

*"Thinking about five years from now, which of the following manufacturing activities and services is your company looking to acquire from CDMOs? Select all that apply." (n=72, Cell Therapy respondents only)*



# Cell & Gene Therapies

## Outsourcing Trends

**BRANDON ALLISON** Syndicated Sales & Marketing Director, ISR

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By B. Allison  
CELL & GENE THERAPIES OUTSOURCING TRENDS

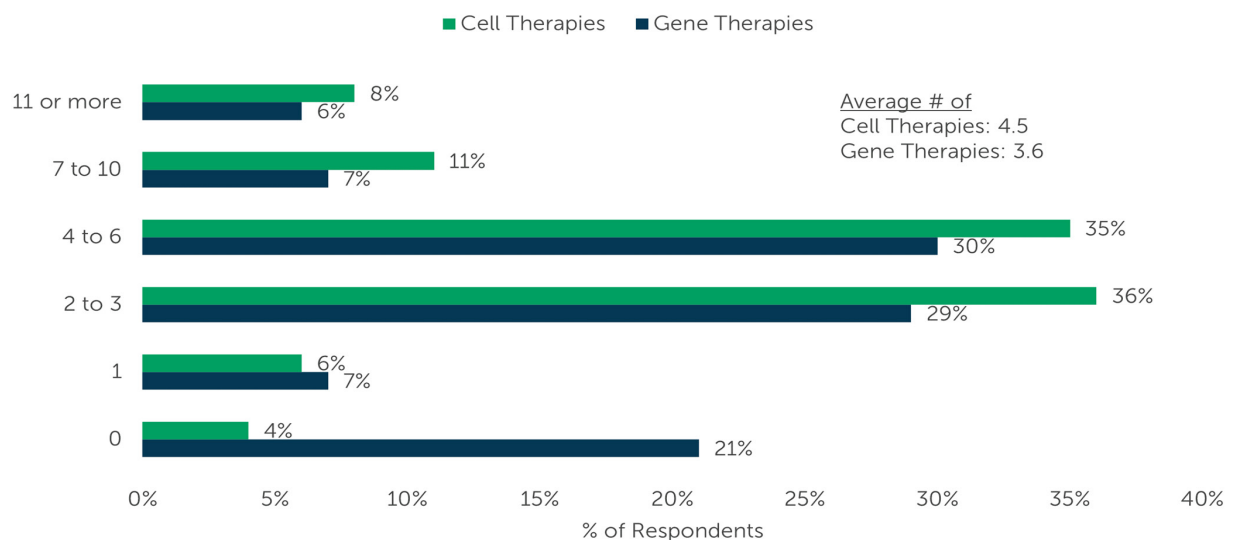
### THE GROWING CELL & GENE MARKET

The outsourced cell and gene manufacturing space has experienced notable expansion and change in recent years. As the advancement of cell and gene therapies continues, drug innovator companies have come to rely heavily on service providers to meet their manufacturing needs. Outsourcing allows innovators to leverage the specialized expertise and capabilities of contract development and manufacturing organizations (CDMOs), to reduce costs and to accelerate time to market.

Given the level of activity, [Industry Standard Research \(ISR\)](#) wanted to better understand current and future market dynamics for these types of therapies. ISR surveyed 100 biopharmaceutical professionals who have decision-making responsibilities in outsourced cell and/or gene therapy (CGT) manufacturing. These individuals have experience working with CDMOs of varying size and specialty, from large, global providers to mid-size and niche companies. Our respondents shared their unique perspectives and insights to assist the broader industry in making the best decisions possible with regard to their cell and gene assets.

### NUMBER OF CELL & GENE THERAPIES IN PIPELINE

The research shows that drug developers have an average of 4.5 cell therapies and 3.6 gene therapies in their pipelines. The volume of cell and/or gene therapies in the pipeline were similar for the majority of respondents; around one-third stated they have 2 to 3 of either therapy type in development (36% cell and 29% gene), while another third revealed they have 4 to 6 (35% cell and 30% gene).

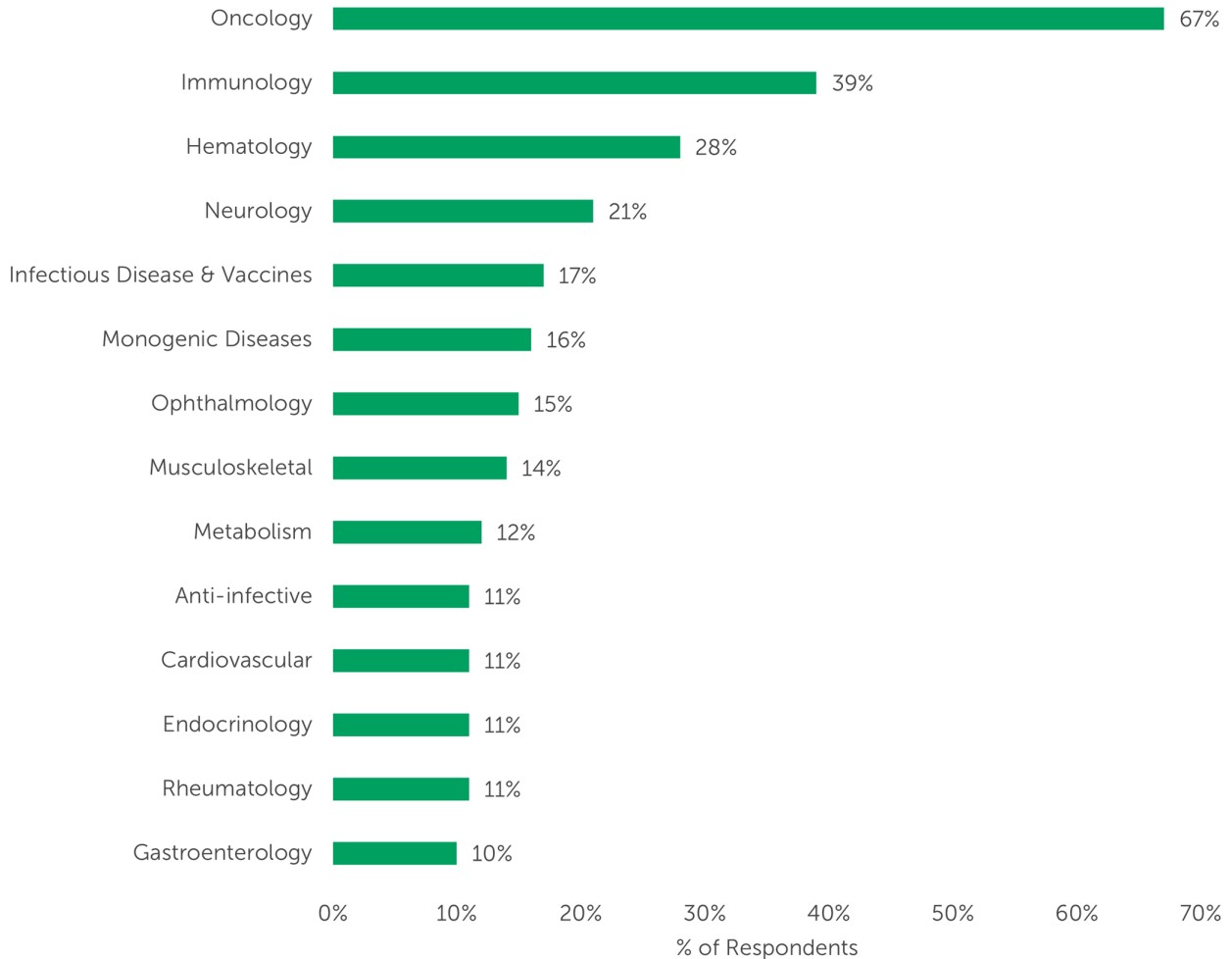


**Fig. 1 – Number of Cell & Gene Therapies in Pipeline**

“Approximately how many cell therapies are in your company’s pipeline?” (n=100)

“Approximately how many gene therapies are in your company’s pipeline?” (n=100)

Cell and gene therapies can offer innovative treatments to address unmet medical needs, such as harnessing the body’s own immune system to specifically target cancer cells or enabling more personalized medicine through gene editing. Given the potential these therapies have for realizing the *shared dream of curing cancer*, it’s unsurprising that two-thirds of our survey respondents (67%) relayed that the cell and/or gene therapies in their company’s pipeline target Oncology. Other therapeutic areas of focus include Immunology (39%), Hematology (28%), and Neurology (21%).



**Fig. 2 – Therapeutic Areas of Cell & Gene Therapies**

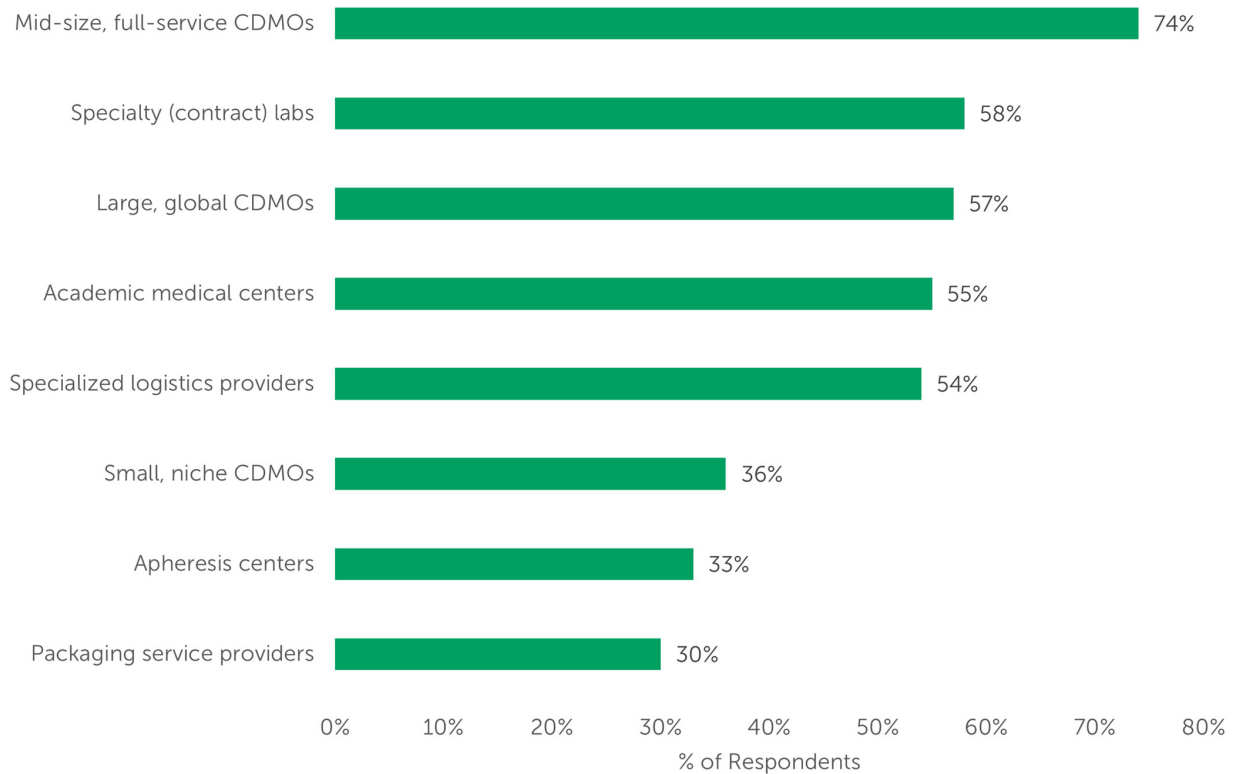
*“Which therapeutic areas are the cell and/or gene therapies in your company’s pipeline designed to target?” (n=100)*

**TYPES OF SERVICE PROVIDERS USED**

Innovators seek to partner with providers that understand their unique needs at each stage of drug development. We asked respondents to select each of the provider types their company is using to support their cell/ and or gene therapy needs. Mid-size, full service CDMOs topped the list with three-quarters (74%) of respondents indicating use of this provider type. Specialty (contract) labs (58%), Large, global CDMOs (57%), Academic medical centers (55%), and Specialized logistics providers (54%) are also used by the majority of outsourcers.

Small, niche CDMOs are used by just over one-third of respondents, showing that larger CDMOs with a full suite of services are relied on by a greater proportion of respondents.

Respondents also reported they currently use an average of 2.8 CDMOs, and that is expected to increase to 3.6 over the next 5 years. This anticipated trend, alongside [positive forecasts](#) for CGT sales growth, predicts that the cell and gene manufacturing market is primed for continued expansion and innovation in the years to come.




**Fig. 3 – Types of Service Providers Used**

*“Select each type of service provider your company is using to support your cell and/or gene therapy manufacturing and distribution needs.” (n=100)*

## NAVIGATING CHALLENGES IN CELL & GENE OUTSOURCING

Within the cell and/or gene therapy space, companies seem to face similar challenges regardless of size, scale, or budget. The findings in our survey indicate that a key factor in mitigating these challenges is identifying the right provider for their manufacturing and distribution needs. While it’s difficult to forge trusted outsourcing partnerships, meaningful progress is made when companies have in-depth conversations about how to meet each other’s expectations. Our [Cell & Gene Therapies Manufacturing Market Outlook](#) adds to the conversation by offering novel insight for sponsors and service providers alike to help them successfully navigate this rapidly changing industry.

Primary market research data in this article were powered by the [ISR Health Panel](#). Want to contribute to thought leadership pieces and help to make the pharma industry better? [Join today.](#) 

# Cell And Gene Market Outlook

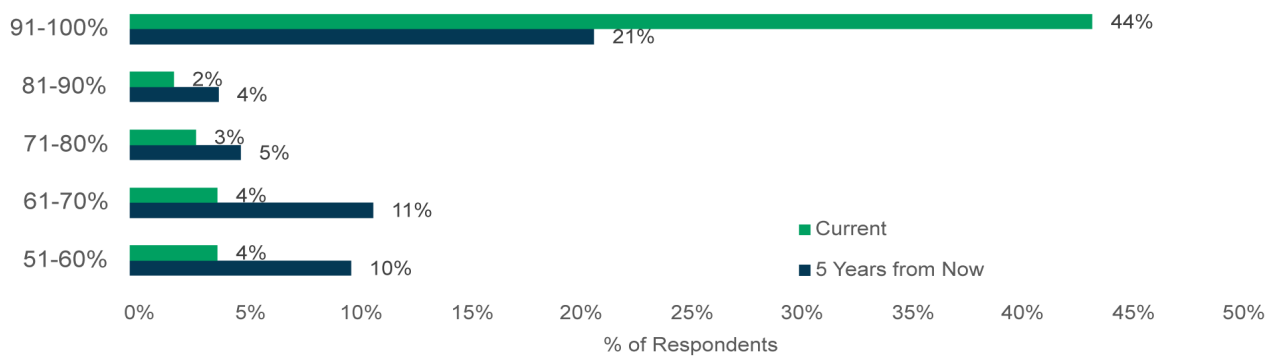
**BRANDON ALLISON** Syndicated Sales & Marketing Director, ISR

@ISRreports

But you can't say "cell & gene therapies" three times fast. And by the time you do, you'll have missed another article on your newsfeed discussing their intricacies and the headaches they can cause. Here's one from Industry Standard Research: read on for a closer look at the findings in ISR's *Cell & Gene Therapies Market Outlook report*, which offers some insight into this growing field for innovators and manufacturers alike.

These data were collected in Q3, 2021 and includes responses from 101 outsourcing decision-makers at biopharma companies who had responsibility for cell and/or gene therapies within the past 18 months. Many of these respondents are also members of the *ISR Health Panel*, a community of industry professionals that provides insight into drug development trends and outsourcing behavior.

The perceptions captured in this report make no bones about it: there is a demand for expertise and scalability from biopharma innovators. The newness of these therapies dictates the need to outsource – sponsors are in the process of building up facilities, but they are not online yet, or sponsors are waiting until the therapy is closer to commercialization to invest in facilities. Currently 44% outsource most or all of their activities to CDMOs and that number is expected to drop by half over the next 5 years as a result (see chart below). Manufacturers can use this report to compare how well their offerings match what sponsors intend to outsource in the near future, as well as gain insight into the selection metrics that will help them win the outsourced business.



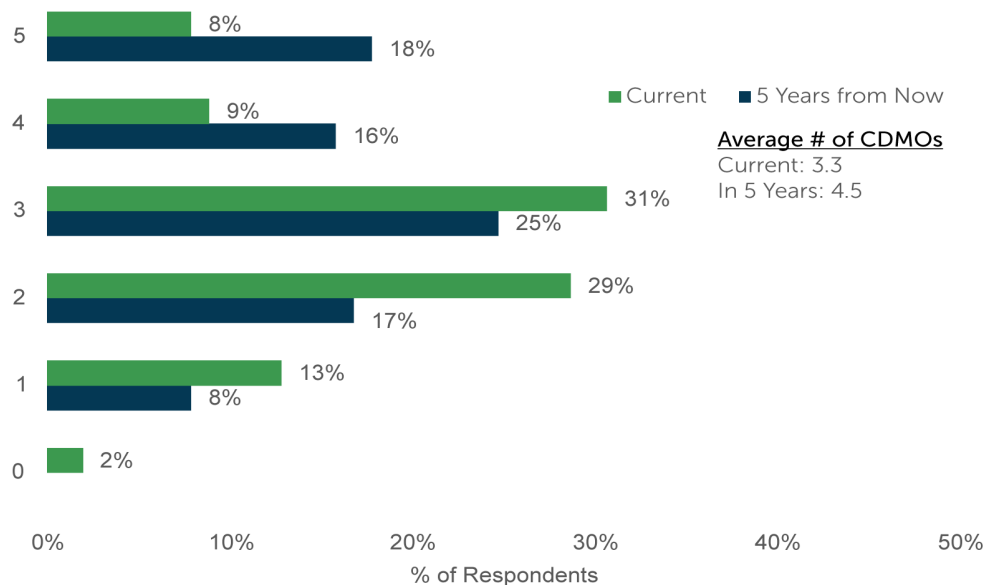
**Fig. 1 – Outsourced Proportion: Current and Five Years From Now**

“What proportion of your company’s cell and/or gene therapy manufacturing activities are currently outsourced” (n=101)

“Thinking about five years from now, what proportion of your company’s cell and/or gene therapy manufacturing activities will be outsourced” (n=100)



Therapy innovators can benefit from this report by using it to anticipate issues with logistics as they seek to scale up production. Once a therapy has been approved, there is a higher demand to manufacture the components which will potentially require more CDMOs to keep pace. This is especially true once a therapy is approved in more regions; finding a local provider becomes vital to production because cell & gene therapies are difficult to transport and do not have a long shelf life, often mere hours. This trend is highlighted in the next chart that displays how many CDMOs are used by innovators to meet their cell & gene therapy manufacturing needs. The current average is about 3 and that is expected to increase by 1 in the next 5 years.



**Fig. 2 – Number Of CDMOs Utilized**

*“How many CDMOs does your company use to meet your cell and/or gene therapy manufacturing needs?” (n=101)*

*“About how many CDMOs do you think your company will need to meet your cell and/or gene therapy manufacturing needs five years from now?” (n=100)*

“Uncertainty” is a word that has loomed over everyone for the last 2 years and the logistics challenges facing cell & gene therapies are also plagued by this diction. ISR offers to alleviate some of that ambiguity and give companies operating in this space a chance to regroup and strategize for these future shifts with the [Cell & Gene Therapies Market Outlook](#).

Register an account for access to ISR’s collection of informative free resources such as whitepapers, infographics, and industry statistics.

Feel free to email ISR’s point of contact for syndicated research, Brandon Allison ([BrandonA@isrreports.com](mailto:BrandonA@isrreports.com)), with any questions or for additional information.

# Six Questions to Ask About Your Market Research

How do you guarantee the research you buy will give you confidence in your decisions? Here's how we ensure you're getting the value you should expect from quality market research.



## How Many Participants Take the Study?

Understanding your margin of error gives you accurate expectations, making you more likely to hit your performance metrics. We provide a vast sample of participants from our proprietary Health Panel to make sure our studies reach the correct number of participants needed for accurate analysis.



## When Were the Data Collected?

This should be the first question you receive during a presentation and saying "I don't know" doesn't sound so good. In all our research products, we collect up-to-date data relevant to the project at hand.



## What is the Responsibility Profile for the Participants?

Nothing stops a presentation faster than management questioning the basis of your research. Confidently project the research knowing that we pull information from key decision makers.



## Where Did the Participants Come From?

Eliminating sample bias translates into accurate competitive information and improves service quality by ensuring your decisions are the right ones. Our Health Panel provides an array of participants from all company sizes within the pharmaceutical industry.



## Who Sponsored the Research?

We're an independent, third-party data source. We provide clean, unbiased data and clean data means you can confidently stand behind your analysis and presentations.



## What is the Background of the Analyst Who Managed the Project and Reporting?

We have experienced analysts with hands-on industry knowledge. Their insights can quickly be turned into fit-for-purpose recommendations for your organization.