Synovate Healthcare launches New Syndicated Service: The Key Relationships Trackers

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5 October 2007, LONDON â€" Synovate Healthcare, the healthcare arm of international market research firm Synovate, has announced the launch of a new syndicated service: the Key Relationships Trackers (KRTs).

The KRTs will provide clients with a holistic view of pharma companies' relationships with their key stakeholders. Measures will include stakeholders' perceptions of companies' image, products and services, along with the impact of these perceptions on stakeholder behaviour. Each tracker will focus on a specific disease area and stakeholder type to ensure that results are actionable.

Synovate Healthcare has developed this study in collaboration with Synovate Loyalty, the company's global practice offering industry-leading loyalty and relationship research. In line with all of Synovate Healthcare's syndicated services, a dedicated team of research experts will provide ad hoc query support and consultation.

This move into relationship research represents a new arena for Synovate Healthcare's syndicated services. Existing products include the Global Therapy Monitors (Oncology, Antiviral, Autoimmune and CNS) and Jigsaw, a sales force effectiveness tool in the UK market.

The first KRT will focus on doctors' relationships with pharmaceutical companies in the Haematological Malignancies therapy area.

Commented Lucy Ireland, who heads up the KRT team: "Launching a completely new avenue of syndicated research is an exciting time for Synovate. With an established methodology that links beliefs to behaviour, clients can now receive actionable global data and insight to drive their marketing decisions and hence increase the prescribing of their products. As the pharmaceutical industry becomes increasingly competitive, this new study fills the growing need for research on key stakeholder relationships and, in particular, how reputations affect a product's market share."

Added Michael Spedding, CEO of Synovate Healthcare, "This service complements Synovate Healthcare's existing suite of syndicated products. Once a problem area has been identified in the company/stakeholder interface, the impact of change on prescribing can be monitored using information from our Global Therapy Monitors and Jigsaw."

For more information, contact Lucy Ireland at lucy.ireland@synovate.com or on +44 (0)20 8246 6308.

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