

STAR Successfully Targeting Advocacy Relations

Overview

The STAR Report is a new syndicated market research offering from The Brooks Group and Mark Krueger & Associates, Inc., allowing you to benchmark your company's advocacy relations efforts against your competitors. The STAR Report will help you understand emerging policy and advocacy trends, enabling you to quickly and efficiently develop, commercialize, differentiate, and secure reimbursement for your products.

Benefits of STAR

STAR Report survey findings will identify:

- Which companies are most respected by patient and professional groups
- Short and long-term goals within specific advocacy communities
- How advocacy groups address access and reimbursement
- Which pharma company public policy activities are the most effective
- Which companies provide value-added programs that are most appreciated by advocacy groups
- Which companies are evaluated as the best overall

Why STAR?

Healthcare policy is changing dramatically, and the effects of the changes will be felt across many factors, including reimbursement and patient advocacy. The STAR Report puts patient advocacy relations in the forefront and will help pharmaceutical and biotech executives identify how their companies are impacted by the external environment. STAR research will help them become better prepared to take advantage of—and respond quickly to—the opportunities and threats impacting their business strategy.

Methodology

STAR market research is comprehensive and includes both qualitative and quantitative information. It also interprets the current trends in healthcare policy. Each edition of the STAR Report includes:

- Primary research—online, quantitative surveys
- Primary research—in-depth, qualitative interviews
- Secondary research—literature search and interpretation

Delivery Methods and Frequency

- Comprehensive handbooks delivered each winter and summer to your company
- Web access to chapters
- Bi-monthly research updates
- Two onsite consultative visits with a Brooks Group/MK&A consultant



Sample Research Agendas for Winter and Summer Research Include:

Winter:

- Management Summary
- Leading Pharmaceutical/Biotech Companies in Patient Advocacy
- Leading Pharmaceutical/Biotech Companies in Professional Group Relations
- Leading Pharmaceutical/Biotech Companies in Patient Advocacy/ Professional Relations by Disease State
- Profiles and Emerging Trends in Patient Advocacy Programs by Disease State
- Patient Advocacy Group Activity in Access and Reimbursement
- Patient Advocacy Group Activity in Disease Education and Awareness
- Professional Group Activity Impacting Treatment/Practice Guidelines
- Advocacy Relations Activities Impacting Clinical Trials and Drug Approval Processes

Summer:

- Management Summary
- Leading Pharmaceutical/Biotech Companies in Public Policy
- Model Advocacy Relations Programs
- Key Policy Trends by State
- Current Legislative Initiatives by State
- Future Scenarios—Potential Impact of Legislative Initiatives
- National Healthcare Reform—Implications for Pharmaceutical Manufacturers and Advocacy Groups

The Brooks Group and Mark Krueger & Associates, Inc.

The Brooks Group and Mark Krueger & Associates, Inc. have combined their vast knowledge and experience in reimbursement, public policy, and advocacy, making the STAR Report an extremely targeted and beneficial research tool for meeting your strategic planning needs.

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