

# KRC RESEARCH

Our Insight Your Breakthrough

## HEALTHCARE

KRC brings unique and deep experience in healthcare. Our work has supported a vast range of communications objectives for healthcare clients—from pharmaceuticals to patient advocates, from insurers to hospitals, from government agencies to technology companies seeking to build a presence in the healthcare industry.

As specialists in B2B as well as consumer research, we talk to thousands of patients around the world every year, as well as hundreds of physicians, healthcare administrators, policymakers and patient advocates.

### Social Marketing and Public Education

- With the advent of prescription drug coverage under Medicare, KRC has worked with a range of clients, including the **Centers for Medicare & Medicaid Services**, to maximize seniors' understanding of the new benefits and encourage their enrollment in the program.
- KRC has worked closely with the **Juvenile Diabetes Research Foundation** to gain insights on families coping with Type 1 diabetes, develop messages aimed at increasing public understanding of the disease, draw attention to scientific progress, increase membership and establish a strong brand presence for JDRF in the diabetes patient and medical communities.
- To draw attention to the continuing global HIV/AIDS crisis, KRC conducted a survey in nine countries, spanning the developed and underdeveloped world, for the **MAC AIDS Fund**. The survey revealed continuing myths and perceptions about HIV/AIDS, and generated global media coverage.
- Building consumer awareness of healthcare quality issues and motivating consumers to consider quality in making their own decisions is an enormous challenge, and one that KRC Research has been working on for many years. We worked with the **Foundation for Accountability (FACCT)** throughout its existence to develop messages and programs around quality issues. We have also worked on related issues with **Blue Cross Blue Shield of Massachusetts, General Electric, The Leapfrog Group** (a coalition of over 80 healthcare purchasing organizations), and **The Business Roundtable**.
- As part of a campaign to raise awareness and support for the right of terminally ill people to die at home, **Marie Curie Cancer Care** (U.K.) has worked with KRC to conduct research among consumers, healthcare professionals and members of Parliament on the issue of dying at home versus in hospices or hospitals.

### Corporate and Industry Communications

- KRC Research has worked closely with **PhRMA**, the U.S. pharmaceutical industry's trade association, since 1993, conducting frequent research among opinion leaders and consumers on industry reputation as well as on a wide range of specific industry issues. Our research has provided a foundation for the association's public communications, including the development, launch and on-going assessment of the **Partnership for Prescription Assistance**.

*KRC has conducted opinion research on a wide range of public policy issues, including:*

- Antibiotic overuse
- Comparative effectiveness
- Consumer-driven healthcare
- Direct-to-consumer Rx advertising
- Electronic health records
- End-of-life issues
- FDA review and approval processes
- Health literacy
- Healthcare reform
- Hospital quality ratings
- Importation of prescription drugs
- Intellectual property rights
- Medical errors
- Quality measurement
- Patients' rights
- Prescription drug prices
- Privacy of medical information
- Stem cell research

- KRC regularly conducts research that supports corporate communications for a number of pharmaceutical and device companies. We work closely with **Pfizer's** issue management team on messaging around a range of issues; we work with **Boston Scientific's** corporate communications leaders to understand and manage the company's reputation; we work with **EMD Serono's** corporate communications team to plan, develop, test, and monitor corporate advertising; we have conducted research to support specific corporation communications initiatives for **Bristol-Myers Squibb, Genentech, GlaxoSmithKline, Johnson & Johnson, Merck, Novartis,** and others.

## Providers & Hospitals

- KRC has worked with a range of provider associations, including the **American College of Surgeons**, the **American College of Radiology**, and the **Society for Cardiovascular Angiography**.
- KRC has worked with several hospitals and hospital systems to assess their reputation and inform community communications. Our research for the **Minnesota Hospital Association** on medical errors and reporting was awarded a 2006 Bronze Anvil Award of Commendation by the Public Relations Society of America for outstanding achievement in the field of research and evaluation. In addition, we have conducted research for **Providence Health & Services** throughout their operating regions, as well as for the **Children's Hospitals & Clinics of Minnesota**, the **Mayo Clinic, HealthEast, Hazelden,** and the **Southwestern Medical Foundation**.

## Products

- KRC conducted research for **Galderma**, a leading manufacturer of prescription dermatological products, to better understand the physical and psychological impact of teenage acne, on both teenagers and their parents.
- For our sister agency **Weber Shandwick**, KRC frequently conducts research to support product public relations strategies, both in the US and around the world. For example, for **Relpax**, we conducted research across Europe, Mexico and Japan to draw media attention to the impact of migraines on the entire family. For **Viagra**, KRC conducted research among urologists and primary care physicians in five countries to assess how many patients had switched from competing products and to identify their reasons for switching. Results gained significant attention for Pfizer when released at an international urology conference.

### *Some therapeutic areas we have explored:*

- Acid reflux
- Acne
- Allergies
- Bacterial and viral infection
- Cancers (blood, breast, others)
- Cardiovascular disease and stroke
- Chronic pain
- Diabetes
- Erectile dysfunction
- Frequent urination
- Hepatitis B
- HIV/AIDS
- Hormone replacement therapy
- Incontinence
- Infant milk allergy
- Macular degeneration
- Migraine
- Pulmonary disorders
- Rheumatoid arthritis
- Substance abuse

## Health Technology

- **Lawson Software** has regularly commissioned KRC to conduct surveys at conferences among health IT users and purchasers. The research has provided a better understanding of Lawson's key audiences and helped to identify marketing trends. Lawson has released some of this research publicly, better positioning themselves as technology thought leaders in the healthcare industry.
- For a major **information technology provider**, KRC interviewed government officials and healthcare professionals responsible for making or influencing technology procurement decisions in several European and Asian countries, using the information to map and compare how technology procurement decisions are made.