

Fleishman-Hillard Challenges

Advise top pharmaceutical client on healthcare public policy making

13 countries worldwide

Identify and profile key influencers of government vaccination programs in target countries

Deliver research in just weeks

GLG Research Solution

22 subject-matter experts across North America, Latin America, Europe, Africa, Asia, and the Middle East

Insights from former high-ranking government officials and internationally recognized healthcare-policy experts

Interviews, surveys, and data synthesis compiled by primary research specialist with domain and language expertise

Fleishman-Hillard Benefits

Increased client impact by delivering sophisticated analysis of public policy-making across multiple regions and countries

Stronger institutional expertise on global healthcare public policy

Enhanced overall thought leadership

Fleishman-Hillard: Helping Professional Services Firms Maximize Client Impact

“GLG Research provided a 360-degree view of the global healthcare policy landscape, enabling Fleishman-Hillard to paint a valuable and objective picture of this environment for a major pharmaceutical manufacturer. GLG Research delivered highly relevant, actionable insights in a timely manner—so we could deliver the information our client needed to make the most informed business decisions.”

—Ana Rita Gonzalez | Senior Vice President and Partner | Fleishman-Hillard Inc.

As one of the world’s leading public relations firms, Fleishman-Hillard Inc. (FH) strives every day to provide unparalleled strategic counsel and service to its clients worldwide. So when a large pharmaceutical manufacturing client began exploring potential global opportunities for the launch of a vaccine, FH diligently went to work. The goal: provide critical insights and valuable counsel to help the client make better informed market-entry decisions.

The Right Expertise

Vaccines are primarily government-sponsored products. Therefore, to educate the client on how to influence government policy around vaccination programs in its target markets, FH needed to create a thorough assessment of policy-making decisions across six global regions—North America, Latin America, Europe, Africa, Asia, and the Middle East.

Ana Rita Gonzalez, who runs the healthcare practice for Latin America and the Global Public Health Policy Area, immediately turned to GLG Research for help.

“All great communications strategies must be grounded in a firm understanding of the context, the environment, and the driving forces at play,” says Gonzalez. “Fleishman-Hillard is an expert communications firm, but we needed to find independent experts intimately familiar with the ways in which healthcare policy is made and influenced in our client’s target markets. We found that precise expertise by partnering with GLG Research. As a result of our overall counsel, the client was well positioned to communicate with and influence healthcare policy makers around the world.”

The GLG Research Expert NetworkSM

GLG Research manages the world's leading expert network, helping more than 850 client companies find, engage, and manageSM experts. When clients need to deepen their understanding of a company, an industry, or a market, they turn to GLG Research. Quickly, they find and engage relevant, hard-to-find, authoritative experts from the GLG CouncilsSM—a membership-based organization of more than 200,000 experts worldwide.

To assess and compare healthcare policy decision-making processes across 13 jurisdictions, GLG Research secured insights from 22 subject-matter experts through one-on-one consultations and surveys. This expert panel, consisting of leading health officials, practitioners, and academics, included top luminaries such as the President of the Russian Public Health Association and former Health Advisor to the Russian President and Parliament, as well as a former Assistant Secretary of U.S. Department of Health and Human Services.

The Right Researchers

Once this expert panel was built, GLG Research retained a Project Specialist on behalf of FH to interview the panelists and synthesize the results into a customized report. GLG Project Specialists are a set of independent experts within the GLG Councils specializing in conducting and synthesizing primary research. The FH-dedicated Project Specialist condensed the expansive research data into a comparative map of the main drivers behind drug and vaccination policies in each market, ranging from the initial forms of policy influence to placing a vaccine on a country's immunization calendar.

"The Project Specialist brought to bear highly critical interviewing, language, and data synthesis skills. This enabled us to elicit from the GLG Council Members a deep and comprehensive set of insights—and to synthesize and present those insights to my team in a coherent and actionable presentation," says Gonzalez.

Built for Speed

As is often the case for consultants, Gonzalez was operating under a tight deadline to present her findings. GLG Research built the panel of healthcare experts and engaged the Project Specialist in a matter of days. Then, the Project Specialist interviewed the experts, synthesized the results, and delivered the final report to FH in less than four weeks. This speed-to-delivery is only possible because GLG Research has built the world's largest marketplace for expertise, allowing GLG Research to find, engage, and manage expert networks for its clients at unrivaled speed and scale.

Fleishman-Hillard: A True Thought Leader

In today's increasingly competitive environment, it is becoming even more important for professional services firms like FH to establish themselves as true thought leaders who can keep clients

a step ahead of the information curve. Over the years, FH has built an arsenal of programs and services designed to maintain its thought leadership position in the public relations industry. The global insights on healthcare policy gleaned from this project—and encapsulated in the GLG Custom Report—have become part of the FH institutional knowledge base. The firm leverages the insights and knowledge it developed working with GLG Research to advise both current and potential clients on global healthcare policy. Gonzalez says this tool helps FH further establish both its ability to deliver value to clients and enhance its position as a true thought leader. In some cases, it has helped FH secure new business.

“The bottom line benefit: accurate and comprehensive global research and tremendous value for FH’s financial investment.”

GLG Research: A Trusted Everyday Resource

The value GLG Research brings to FH does not end with this project. While Gonzalez and her team tapped GLG Research for this in-depth research initiative, GLG Research regularly works with FH to build ad hoc panels of industry experts who help FH professionals—on demand and around the world—to prepare for new business presentations and enhance client counsel.

The professional services industry is one of GLG Research's fastest-growing client segments. GLG Research works with hundreds of consultants every month, helping them better serve their clients to enable better informed business decisions.