

At a glance

Business problems are often complex. They require different types of knowledge and experiences. We assemble the best team from around the world, combining our local specialists with our global experts, to help you solve your business issues. Examples include:

- Forecasting the potential of different market entry strategies
- Evaluating company acquisition targets by country
- Developing market access strategies in both public and private markets
- Providing comprehensive advice on pricing and reimbursement
- Maximizing sales rep effectiveness and call quality
- Capturing the true drivers of brand uptake and commitment

Why Kantar Health?

Kantar Health is a global, evidence-based decision support partner to the world's leading pharmaceutical, biotech, device and diagnostic companies. Our 700+ staff in over 40 countries act as catalysts, bringing together clinical, medical and methodological expertise, commercial/marketing know-how and proprietary data. It is this rare combination, together with our unparalleled stakeholder reach, that enables us to mobilize incisive, imaginative and timely ROI-driven solutions, empowering clients to deliver better healthcare options to their customers.

Emerging Markets Combining Local Knowledge with Global Expertise

Growth in emerging markets by far outpaces growth in developed countries. Our companies are relying on emerging markets to deliver the growth figures that their shareholders demand. Kantar Health combines the local knowledge of its teams based in the emerging markets with that of its global experts to help you deliver the business results that our companies require.

Local Knowledge

Kantar Health's legacy companies have operated in emerging markets since 1964. We now have more than 100 dedicated healthcare researchers and consultants across the emerging regions – Asia Pacific, Latin America, Central and Eastern Europe, and the Middle East and Africa.

Each country is different and presents its own unique set of challenges and opportunities. Local knowledge is the key to:

- Understanding the unique challenges presented by each market
- Avoiding pitfalls and illuminating opportunities
- Adapting existing strategies from other geographies or developing new ones
- Implementing these strategies effectively

Global Expertise

We support your business needs in emerging markets through our global network of more than 700 scientists and commercial experts across more than 40 countries, and we are also able to lean on our sister companies in the Kantar network, such as TNS. From across our global network we provide deep practice area expertise in Marketing Insights, Commercial Development, Treatment Value and Brand and Stakeholder Management to provide the business solutions and insights you need across the product lifecycle.

Gold Standard Syndicated Tools

Kantar Health is committed to the continued expansion of our gold standard syndicated tools in emerging markets:

- Epi Database®, the premier online database that provides reliable, documented and well-researched epidemiological estimates, covers Brazil, Russia, India, China, Mexico and Turkey.
- CancerMPact®, all you need to know regarding the clinical management of cancer by stage, focuses on the most important tumor types in China.
- The National Health and Wellness Survey, the largest self-reported patient database in the healthcare industry, provides disease-specific measures to help you size market opportunities, measure direct and indirect costs, and gain insight into small patient segments in China and Brazil.

Committed to Building Valued Partnerships

Kantar Health's partnership approach is dedicated to providing precise, individual business solutions and the best possible team. We strive to understand your business and the environments you operate in, by combining our local knowledge and global expertise. The valuable insights and guidance that we provide will help you make the right decision at the right time.

Contact Us:

For more information, please contact info@kantarhealth.com.