

A CASE STUDY

A Post-Acquisition Market Assessment in Europe

Navigating the European Market for a Medical Device

CHALLENGE

A medical device company acquired a portfolio of surgical devices in Europe but lacked enough market data to drive its strategy in key European markets.

The client came to GLG looking for deep expertise from difficult-to-reach populations of surgeons and purchasers. The client's most pressing needs included sizing the market, developing a plan to grow market share, and determining a pricing strategy.

THE GLG APPROACH

GLG assembled a project team with deep sector experience and rigorous quantitative and qualitative research capabilities. The team included two independent leads with a combination of experience at top-tier consultancies, healthcare firms, and life sciences companies.

The team quickly completed 30 one-on-one interviews with surgeons and a large multi-country survey of 250 surgeons and administrators across eight countries. To achieve a significant sample of experts with the required expertise, GLG built a panel that combined existing experts from its network with additional custom recruiting.

OUTCOME

The project team synthesized the findings and outlined quantitative and qualitative assessments of high-value opportunities organized by country, including a market-by-market overview of relevant medical devices.

The client used GLG's final map of the European market to create rigorous, data-driven country-level growth strategies.

Why GLG?

Staffing

GLG sourced two independent project leads with deep experience in industry and market research

Custom Recruiting

GLG contacted thirty surgeons and hospital purchasing executives, and surveyed 250 respondents across eight countries

FEATURED PRODUCTS



GLG Moderated Calls



GLG Projects



GLG Surveys

[Learn more](#)

As the world's insight network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

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