

A CASE STUDY

# Measuring the Perception of COVID-19 Testing through Focus Groups

*Gathering Feedback From Policy Influencers Through Focus Groups and In-depth Interviews*

## CHALLENGE

An agency working on behalf of a health tech company wanted to gather feedback on potential marketing messaging and content related to COVID-19 testing. It wanted to hear from healthcare policy influencers and financial industry professionals to understand the public perception of COVID-19 testing.

## THE GLG APPROACH

GLG partnered with the client to select council members within policy influencer and industry professional populations to participate in web-enabled in-depth interviews and virtual focus groups.

The GLG team worked with the client's moderator to complete all sessions within three days. There were ultimately 10 in-depth video interviews as well as three virtual focus group sessions with three participants each.

## OUTCOME

The client used the insights gathered from the sessions to inform its strategy for its health tech client. The insights helped validate the content execution plan and messaging for the client's COVID-19 testing strategy.

## FEATURED PRODUCTS



GLG Events

[Learn more](#)

**GLG executed a series of focus groups and in-depth interviews with Council Members to help inform a client's COVID-19 messaging strategy.**

## Why GLG?

### Expert Network

Sourced 19 Council Members across the healthcare policy and financial industries

### Project Breadth

**3** virtual focus groups

**10** in-depth video interviews

### Facilitation Support

GLG facilitated the virtual platform hosting the focus groups and in-depth interviews

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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