

# GTM Strategy & Analysis: Healthcare-Life Sciences

Private Equity



## Background

Following the acquisition of a smaller portfolio organization, a global pharmaceutical service provider sought assistance in defining a new GTM strategy for a new market. LRC conducted a qualitative-quantitative study to help prioritize offerings by segment, perform pricing analysis, profile decision-makers, and generate an effective sales and marketing strategy.

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## Approach

- Sourced **20+ qualitative expert in-depth interviews with C-Suite level leaders** in Small and Emerging biotech to identify key purchasing decisions and trigger points.
- Designed and implemented a **quantitative evaluation to establish/profile target segments within each key market**, as well as outline a phased marketing funnel.

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## Results

- Defined a **series of Marketing Strategy recommendations** around regulatory stage with key audience, segments, and messaging strategies.
- Summarized **purchasing criteria and behavior by segment size**, as well as key implications for contracting and business development opportunities.