

# Treatment CAR-T Therapy to Understand Market Share



#### Client

Leading Healthcare Management Consultant Company



# **Targeted Experts**

Fifty Hematology Oncologists and Medical Oncologists.



# Challenge

Launch preparation study for a new CAR-T therapy product to understand the attributes and trade-offs.



### Solution

Surveys and Interviews in fifteen days.



#### **Outcome**

The client elaborated and understood the sensitivity of key product attributes.

