

The **GlobalReach** team has worked with pharmaceutical and medical instrument companies, hospital and plan administrators, health insurance providers, public health officials, and professional associations. Projects have ranged from market opportunities to competitor intelligence and from cost containment to regulatory reform. To find out how we can help your organization, please contact us at 212-519-9220 or email info@globalreach-sbi.com.



Healthcare Industry Trends and Forecasts

The Challenge: A major accounting / consulting firm was planning to launch a healthcare industry practice and asked us to determine industry trends and unmet needs, forecasting out 10 years.

PUBLICATIONS

“Smart Cards and Healthcare: Learning from Europe,”
Healthcare IT Management,
February 2009

The Baby Boomer Market for Health, Wellness and Anti-aging Products and Services,
FIND/SVP, 2003

Our Approach: We conducted over 100 open-ended interviews with hospital-, benefits- and association-managers, pharmacists, medical professionals, and with executives in the pharmaceutical, medical device, and insurance industries. We identified emerging trends throughout the sector as well as current and future needs.

Result: The client used our findings to develop the distinguishing value proposition for its new practice and as a briefing document for practice members.



Smart Cards & Healthcare Management

The Challenge: A major U.S. health insurance provider looking to streamline policyholder management was trying to figure out whether a move to “smart cards” made sense.

Our Approach: Our team analyzed current use of smart cards in national healthcare systems in Asia and Europe. We looked at implementation hurdles, successes, and failures. We examined the potential of smart cards to change the cost structures and dynamics of healthcare delivery in the U.S. We profiled leading smart card technologies and their providers and examined evolving usage by U.S. healthcare groups.

Result: The client evaluated our findings and started exploratory talks with potential smartcard providers.

“Our senior management team was impressed with the level of detail that you were able to obtain.”

VP, Business Intelligence,
Medical Device Firm



Best Practices in Attracting & Retaining Top Researchers

The Challenge: Our client was having difficulty attracting top PhDs to their R&D operation. Worse still, it was having trouble retaining the most productive researchers already on staff.

Our Approach: We identified a number of high tech, pharmaceutical/medical device and chemicals companies that consistently lead their industries in new patent registration. We conducted a series of in-depth interviews with their research facility and HR managers to determine how they kept their most productive and creative researchers engaged and motivated. We look at recruitment techniques, signup bonus, research facilities and campus features, mentoring, opportunities for ongoing education, publication and conference participation, and work-life balance.

We identified the work-life attributes most prized by these researchers. We also identified best practices in career-pathing and professional development; in particular, we looked at how these companies accommodate researchers who wish to follow a research track versus those who wish to follow a management track, compensation, and reward and recognition.

Result: We worked with the client to help them incorporate many of these best practices into its R&D personnel policies, improving both recruitment and retention of these high value employees.



Recruiting and Managing Home Healthcare Workers

The Challenge: A home healthcare agency was experiencing high turnover and difficulty in attracting qualified personnel. This resulted in profit draining recruiting and training expenses as well as in the loss of several dissatisfied customers to competitors.

Our Approach: We interviewed senior managers of the several successful providers to ascertain their most (and least) successful policies and practices for recruiting and retaining home healthcare workers. The report covered recruiting, mentoring, training in patient care, employee relations practices, scheduling, compensation, management support techniques, employee evaluation and rewards, etc.

Result: We worked with the agency to help them put our recommendations into practice. Over the next 12-to-24 months the agency was able to significantly improve both employee retention and customer satisfaction.