Customize Your AI-Powered Focus Group

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Traditional focus groups for HCP feedback, though valuable, are slow, expensive, and often difficult to scale—yet the demand for timely, actionable insights has never been higher. That's why we built the HCP AI FocusGroup™. It harnesses the power of AI for faster, more accurate, and more cost-effective message testing.

"HCP AI FocusGroup was built to overcome the cost, recruitment, and time limitations of traditional HCP research. It's your tool to rapidly test diverse messages—from raw concepts to refined options—and gain critical early insights before you engage live HCPs. This enables the exploration of bolder ideas, faster iteration, and ultimately more impactful messaging."
—

JJ Mifsud
Vice President, Applied Artificial Intelligence

"In an ever-growing competitive landscape where costs continue to rise and HCP opinions remain a key asset to success, this tool can help guide strategic thinking to reach treaters of both broad and rare therapeutic categories."
—

Navidita Budhu, PharmD, RPh
Vice President,
Medical Strategy

Your first step is to define the kind of feedback you want from this virtual focus group using the intake form. To guide you, we've included key considerations and tips from the team that developed and deployed the tool with clients across therapeutic areas.

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There's something different here.

QUESTION 1:
What is the main challenge facing your brand?

- Very small, niche, rare disease treatment
- Breaking into a crowded market
- Small team working to commercialize the brand
- Second-line or third-line treatment
- New strategy for an existing product

"Whether it's breaking into a crowded market or building the integral foundation needed in an ultrarare community, HCP AI FocusGroup can help provide the key insights that help craft and cement your brand's position in the market."

—

Navidita Budhu, PharmD, RPh
Vice President, Medical Strategy

QUESTION 2:
What difficulties have you had or will you face when recruiting HCPs to test messaging?

- Small budgets to conduct outreach
- Small or targeted segment of HCPs have real world experience
- HCPs are extremely overstretched, so getting their attention and time is difficult
- Many HCPs have expertise, so discerning the ideal focus group composition is time consuming

"Often we as strategists are challenged by numbers—budgets or small hard-to-reach target populations. This tool can help fill in the gaps created by these limitations, leveraging the power of AI to bring perceptions to light."

—

Navidita Budhu, PharmD, RPh
Vice President, Medical Strategy

There's something different here.

QUESTION 3:
From the following lists, consider the attributes that best reflect your ideal HCP focus group participants.

Then, document any ideas, recommendations, or search criteria to help us build your focus group participants.

There's something different here.

Demographic and Practice Attributes

- Specialty (e.g., hematologist, oncologist)

- Years of Experience

- Practice Setting (e.g., academic, community)

- Practice Location (geographic region)

- Other

Notes

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"These details are crucial as they help HCP AI FocusGroup recreate your diverse and dynamic market landscape. This allows for rich, varied feedback to be generated from a spectrum of relevant HCP profiles, reflecting different segments, specialties, and perspectives."

—

JJ Mifsud
Vice President, Applied Artificial Intelligence

There's something different here.

Behavioral and Clinical Attributes

- Patient Volume

- Previous Brand Awareness

- Segment Affiliation

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Engagement and Preference Attributes

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- Digital Platform Usage (e.g., how younger vs. experienced HCPs engage with platforms like Medscape and Doximity)

- Content Consumption Habits (e.g., time spent reviewing journals, ASCO reports)

"These and other clinical attributes are valuable inputs when constructing an HCP's persona. Consider how nuances, clarity, and differentiation are integral to forming a clinical opinion and carrying implications when bringing a brand strategy to life."
—

Navidita Budhu, PharmD, RPh
Vice President, Medical Strategy

There's something different here.

QUESTION 4:
Does your brand have a direct competitor(s)?

- Yes

- Yes, and I would like a competitive analysis

- No

"Through AI, you can position your brand and account for direct competitors. This approach provides you with market-specific findings and meaningful contextualized outputs that are relevant to your competitive landscape, no matter the size."

—

Navidita Budhu, PharmD, RPh
Vice President, Medical Strategy

QUESTION 5:
What type of feedback would be most helpful?

- Direct quotes
- Validate findings
- General sentiment

- Qualitative Assessment
- Message strategy
- Market impressions

"HCP AI FocusGroup is designed to provide a wide spectrum of meaningful feedback. Whether it's about refining message clarity and clinical precision, understanding overall sentiment, validating strategic assumptions, or potential market impressions, it delivers a multifaceted breakdown of your messaging's strengths and areas for refinement."

—

JJ Mifsud
Vice President, Applied Artificial Intelligence

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We welcome your questions
and feedback. Please contact:

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