

Understanding the emotions and needs of caregivers

Ensuring adherence for a new therapy

A pharmaceutical company was launching a new peanut allergy medication and wanted to better understand how to encourage engagement and adherence.

Understanding for an emotional connection

The Connell Group conducted qualitative and quantitative research among parents of children with peanut allergies to better understand:

- The emotional toll placed on caregivers
- The beliefs and barriers that could limit adoption
- The functional and emotional benefits that they seek

Initiating an effective product launch

Based on insights, The Connell Group helped the client to develop a differentiated value proposition for their therapy, along with a go-to-market strategy to drive engagement and adoption among concerned parents.

Project Highlights



Pharmaceuticals



US



Innovation Strategy



Qualitative Research



Quantitative Research