

A CASE STUDY

# A Post-Acquisition Market Assessment in Europe

*Navigating the European Market for a Medical Device*

## CHALLENGE

A medical device company acquired a portfolio of surgical devices in Europe but lacked enough market data to drive its strategy in key European markets.

The client came to GLG looking for deep expertise from difficult-to-reach populations of surgeons and purchasers. The client's most pressing needs included sizing the market, developing a plan to grow market share, and determining a pricing strategy.

## THE GLG APPROACH

GLG assembled a project team with deep sector experience and rigorous quantitative and qualitative research capabilities. The team included two independent leads with a combination of experience at top-tier consultancies, healthcare firms, and life sciences companies.

The team quickly completed 30 one-on-one interviews with surgeons and a large multi-country survey of 250 surgeons and administrators across eight countries. To achieve a significant sample of experts with the required expertise, GLG built a panel that combined existing experts from its network with additional custom recruiting.

## OUTCOME

The project team synthesized the findings and outlined quantitative and qualitative assessments of high-value opportunities organized by country, including a market-by-market overview of relevant medical devices.

[Learn more](#)

**The client used GLG's final map of the European market to create rigorous, data-driven country-level growth strategies.**

## Why GLG?

### Staffing

GLG sourced two independent project leads with deep experience in industry and market research

### Custom Recruiting

GLG contacted thirty surgeons and hospital purchasing executives, and surveyed 250 respondents across eight countries

## FEATURED PRODUCTS



GLG Moderated Calls



GLG Projects



GLG Surveys

As the world's knowledge marketplace, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

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