

# STAR Successfully Targeting Advocacy Relations

## Overview

The STAR Report is a syndicated market research offering from The Brooks Group and Mark Krueger & Associates, Inc., allowing you to benchmark your company's advocacy relations efforts against your competitors. The STAR Report will help you understand emerging policy and advocacy trends, enabling you to quickly and efficiently develop, commercialize, differentiate, and secure reimbursement for your products.

## Benefits of STAR

STAR Report survey findings will identify:

- Which companies are most respected by patient and professional groups
- Short and long-term goals within specific advocacy communities
- How advocacy groups address access and reimbursement
- Which pharma company public policy activities are the most effective
- Which companies provide value-added programs that are most appreciated by advocacy groups
- Which companies are evaluated as the best overall

## Why STAR?

Healthcare policy is changing dramatically, and the effects of the changes will be felt across many factors, including reimbursement and patient advocacy. The STAR Report puts patient advocacy relations in the forefront and will help pharmaceutical and biotech executives identify how their companies are impacted by the external environment. STAR research will help them become better prepared to take advantage of—and respond quickly to—the opportunities and threats impacting their business strategy.

## Methodology

STAR market research is comprehensive and includes both qualitative and quantitative information. It also interprets the current trends in healthcare policy. Each edition of the STAR Report includes:

- Primary research—online, quantitative surveys
- Primary research—in-depth, qualitative interviews
- Expert analysis to inform future programming

## Delivery Methods and Frequency

- Comprehensive handbooks delivered each winter and summer to your company
- Web access to chapters
- Ongoing research updates
- Two onsite consultative visits with a Brooks Group/MK&A consultant



## Sample Research Agendas

Spring:

- Management Summary
- Leading Pharmaceutical/Biotech Companies in Patient Advocacy Relations
- Leading Pharmaceutical/Biotech Companies in Professional Group Relations
- Leading Pharmaceutical/Biotech Companies in Advocacy Relations by Therapeutic Area
- Longitudinal Assessment: 2010-2013 Comparison of Leading Companies in Advocacy Relations
- How to Engage with Non-Disease Specific Advocacy Groups
- Policy Insights: Key Policy Issues and Insights into Leading Pharma-sponsored Policy Forums

Fall:

- Management Summary
- Leading Pharmaceutical/Biotech Companies in Public Policy (patient and professional)
- Leading Pharmaceutical/Biotech Companies in Public Policy by Therapeutic Area
- Longitudinal Assessment: 2010-2013 Comparison of Leading Companies in Public Policy
- Case Studies: Model Corporate Advocacy Relations Programs
- MCO Activities with Advocacy Groups
- State Advocacy Relations: Working at the State Level
- Topical Areas: Working with Advocacy Groups in Coalitions; Patient-Centric Pharmaceutical/Biotech Companies

## The Brooks Group and Mark Krueger & Associates, Inc.

The Brooks Group and Mark Krueger & Associates, Inc. have combined their vast knowledge and experience in reimbursement, public policy, and advocacy, making the STAR Report an extremely targeted and beneficial research tool for meeting your strategic planning needs.

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