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# GKA.

The Medical World. Connected.

We believe in the power of insights. Insights improve patient outcomes, drive innovation and advance healthcare by providing perspective, reality, and human experience. We secure these insights by using our expertise and networks to connect your research project to leading healthcare professionals, patients and carers.

WWW.GILLIANKENNY.COM





# MEET OUR TEAM —

Experience, passion and a greater sense of purpose is what fuels the GKA team. We strive to understand your needs and offer innovative solutions. If you want to talk a brief through, we'll act as a sounding board. If criteria change, we'll adapt. If you need more participants, we'll exhaust every avenue. We take pride in building relationships, understanding your ways of working, and using our expertise to deliver you the best possible outcomes.

These are just some of the wonderful people who make partnering with GKA such a great experience. Our team will work alongside you to understand your project brief, provide informed quotes, recruit high-quality participants, and achieve your project's objectives. Whether you just need us to do the recruitment, or deliver the project for you end-to-end, our in-house team have you covered.

Having already completed over 12,000 projects, GKA knows what it takes to deliver for our clients.



**Adam Irwin**



**Jon Loose**



**Zoe Smith**



**Charlotte Cullen**



**Simon Goodwin**



**Emma Holland**



**Huw Davies**



**Alex Poyser**



**Olivia Marshall**



**Sulaiman Iqbal**



**Philippa Berry**



**Sophie Wyatt**

**“The GKA team provided us with timely responses, are always there to help, and actively kept us updated on the status of the project. I’ve had an excellent experience with the GKA Team.”**  
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# OUR APPROACH

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## 01 / Engage and quote

Whether you need to talk your research project through, or you have a fully formed brief, we'll get clear on your requirements and provide you with an accurate quote. Leveraging our in-house feasibility tool and, where appropriate, complimentary pulse surveys we'll provide an assessment on what is achievable, ensuring we provide you with the very latest sector intelligence.

## 02 / Commission

Once you have selected GKA as your fieldwork partner, we'll confirm all aspects of the project with you, arrange a briefing call, and introduce you to your dedicated Fieldwork team.

## 03 / Deliver



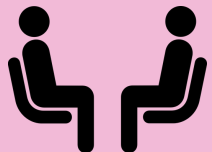



Your named Project Manager will launch your project, and provide regular updates, acting as your key point of contact throughout. They'll manage your schedule and ensure our in-house recruitment team and moderators are working effectively to achieve your deadlines. We believe in an ethos of 'no surprises', so we'll keep you informed. If there are any challenges, we'll offer solutions, and if anything changes your side we'll adapt and respond.

## 04 / Building relationships

Our Client Services team are here at each touchpoint, from initial quote to project closure. They will work to understand what you are trying to achieve, how GKA can best serve you, and use our thirty-plus years experience to support you in achieving your research outcomes.

# KEY SERVICES

Specialists in qualitative and quantitative research our services include:

- 01 Recruitment**  Our in-house recruitment team are specialists at finding the sample you need.
- 02 Project Management**  Your allocated Project Management team will continually update you on your project's progress.
- 03 Moderation**  Our in-house moderator has been conducting patient and HCP research for almost 20 years.
- 04 Transcripts**  We offer a quality transcribing service to the format of your choice.
- 05 Analysis and Report Writing**  We'll delve into the insights and translate them into the deliverables you need.
- 06 Programming and Hosting**  Using our own platform, our Research Support team can programme and launch your surveys.



# RECRUITMENT

Our extensive panel, coupled with innovative approaches to recruitment, enable GKA's clients to access medical professionals, patients and carers from high prevalence conditions through to rarer diseases.

## Panel

We've spent 30 years building and refreshing a comprehensive panel of patients, carers, payers and healthcare professionals.



## Referrals

Our panel believe in the value of the research we support, and express that support by referring their colleagues.



## Social

Through organic, direct engagements, and paid campaigns, we'll approach new audiences to broaden your reach.



## Network

Strong relationships with support groups and HCP finders enables us to target niche groups of patients and carers.





# PROJECT MANAGEMENT

Once a project has been confirmed and is ready to go we'll introduce your project team. They will work alongside you throughout the life of your study and be your main point of contact.

## Team

Your Fieldwork team will:

- Include a Project Manager, Coordinator and Recruiters, based on project requirements.
- Launch your research project, manage it through each phase, and communicate progress regularly.
- Be on hand for any questions, to discuss any changes, and problem-solve any issues.

## Recruitment

Whatever the unique needs of your project we will:

- Create you a bespoke recruitment plan that sets out our approach.
- Share regular recruitment updates and information on recruited individuals.
- Provide solutions and suggestions in light of the real-time feedback on the ground.

## Insights

Our Project Managers will:

- Share knowledge from our previous project experience, and immediate recruitment feedback to maximise research success.
- Highlight any feedback from healthcare professionals, or patients, that might influence our approach to recruitment.
- Debrief with you at the end of a project so we can reflect, wrap up the project, and listen to your reflection on your experience of GKA so we can continually improve.

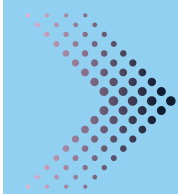




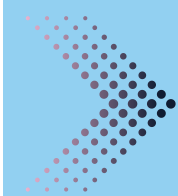


# MODERATION

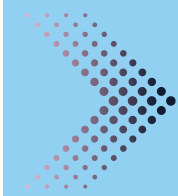
Whether you are looking for GKA to take on full project moderation, or work alongside your own moderators as an additional resource, our expert moderators have almost 20 years' experience providing healthcare moderation services.



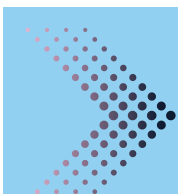
**Highly experienced in interviewing HCPs, patients and payers, both virtually and in-person.**



**Extensive healthcare knowledge ensuring the outcomes of your interviews are as effective as possible.**



**Skilled at leading device testing exercises, observing participants and providing key user insights.**



**Outstanding narrative and observations in top line reports or detailed analysis.**



**"You were absolutely amazing, Huw. The summary was fantastic - you have made my life so much easier."**

**US Client**



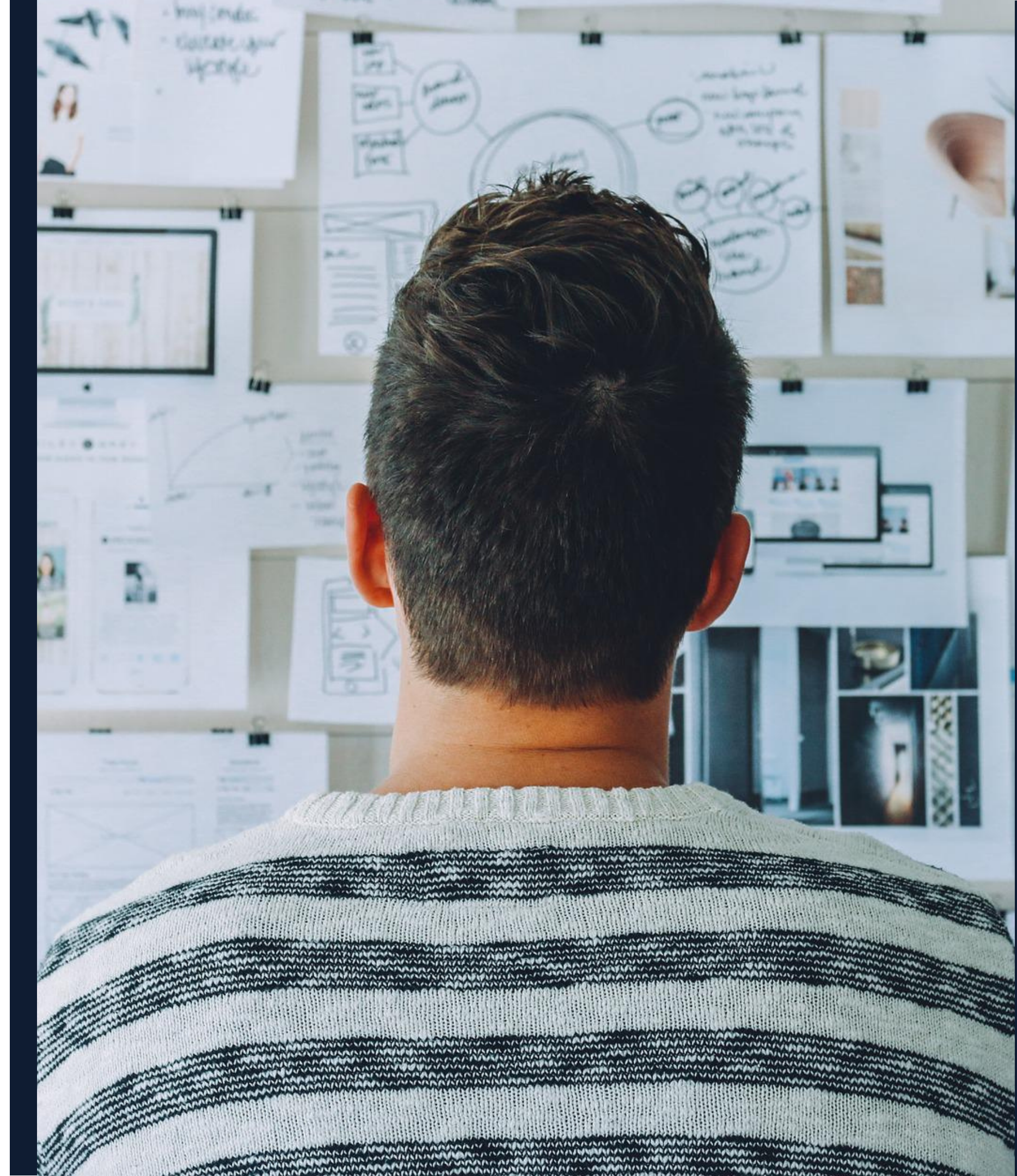


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# ANALYSIS AND REPORT WRITING

Whether we are analysing interviews conducted in-house or interviews carried out by our clients, we can provide:

- Content analysis
- Top-line feedback and summary reports
- Detailed feedback and full reports
- Feedback and recommendations





# RESEARCH BEYOND BORDERS

With a network of experienced and compliant research partners in Europe, GKA can act as your research gateway to not only the United Kingdom, but also Spain, France, Germany and Italy.

Through our partners we can project manage all aspects of your international recruitment, acting as a single point of contact, ensuring your objectives and timelines are met. If you already have an established network, we'll gladly work with your preferred partners allowing you to still benefit from having us as your single point of contact.







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# CONTACT US

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