

Cello Health Insight:

Our strong foundations make us a reliable partner

Cello Health brings together 3 core capabilities of market research, management consulting and scientific communications. We deliver a fusion of expertise which enables us to design bespoke solutions to client challenges. A route map to help clients to their desired destination.



Our core strengths are:

Communications Research

Our integrated qualitative and quantitative research process enables a holistic approach to communications development, that allows collaboration with you at the heart of the process, maximizing the insights gained.

Decision-making, motivations, unconscious drivers of behaviour

Decision making is rarely completely rational: Our proprietary methodologies enable us to dive deeply into who HCPs and patients are as people to understand what truly motivates their behavior.

Demand Assessment and Input into Forecasting

We offer a range of different solutions for measuring demand, tailored to the individual therapy area challenges and client needs. We design methodologies to ensure realistic forecasting inputs with calibration for respondent overstatement.

Devices and Diagnostics

We understand the unique stakeholders and buying processes within the devices and diagnostics space. By using a blend of expertise across our MedTech + Diagnostics Hub, our Experience First UX team, our Patient Centre and our Cello Health Consulting group ensures we can address a whole range of research needs arising in this context, knowing which stakeholders to involve and how.

Digital Strategy

Our methodologists and digital strategists build approaches to identify the most appropriate content to use and/or channels to target to maximise your customer reach, and the channels offering the best ROI.

43 Senior Research Directors

Including Master Practitioners, Digital Specialists, Behavioural Science Experts, Innovation Leads, Data Analytics and Client Services.

Early Asset Development (Market Landscape and Mapping, Trial Evaluation, The Bridge, TPP Builder, SIMALTO, Conjoint)

From go-no go decisions to clinical trial strategy, retention and endpoint optimization, understanding the market today and in the future, our tools provide clarity where currently when the sands of a market are shifting.

Patient Journey

We take a holistic and considerate approach to understanding the context of a patient’s journey with a condition. We take into account not just the transactional milestones and the direct HCP interactions but also look at it emotionally at a macro and micro level, within the 360 degree arena in which it takes place.

Segmentation

We understand the importance of developing meaningful, actionable segmentations as well as ensuring buy-in from multiple stakeholders to encourage adoption across the business.

Tracking / Brand Equity

Our approach to brand tracking focuses on bringing deeper understanding of customer attitudes, behaviors, perceptions and motivations in order to give you the ability to act, not just measure.

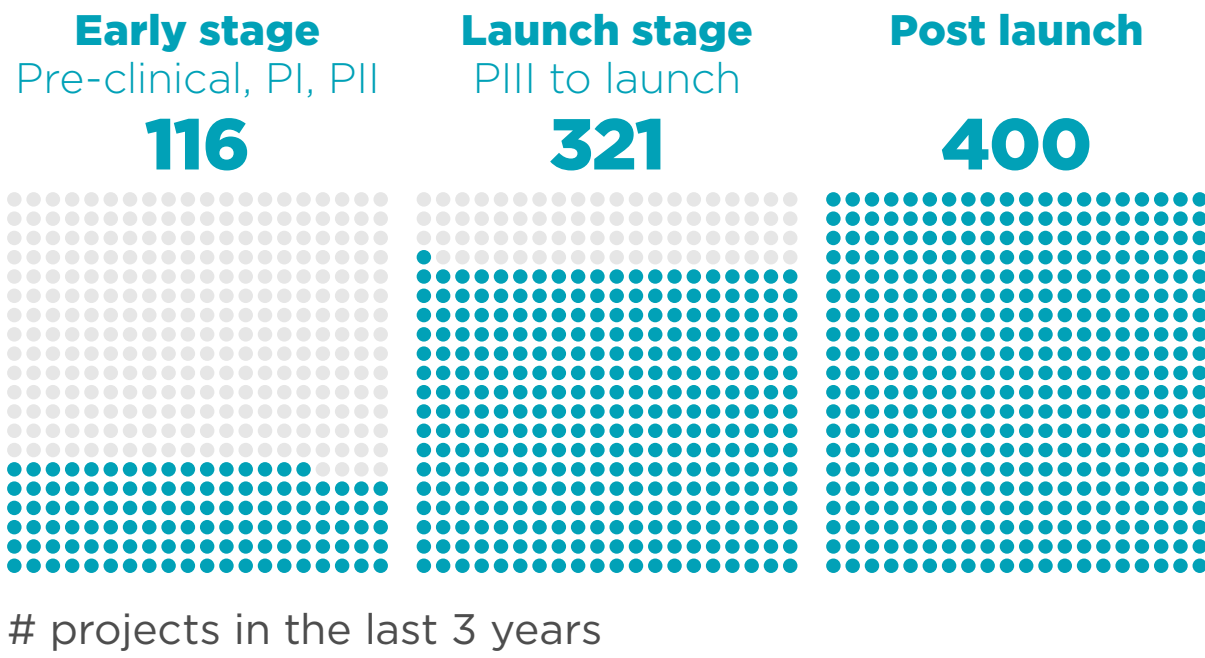
Services we don’t offer

DFUs, Field & Tab, Market Assess, Pricing Research and Sampling.

69 Experienced Researchers

Including eVillage, therapy area and MedTech experts, Patient Centre, specialist qualitative and quantitative practice, LOGIC our Social Media Listening practice.

We work across the product lifecycle



Experts in US & multi-market projects



Market Reach

In the past 12 months, we conducted research in 47 countries globally across EMEA, US, LATAM, Japan, China and beyond.

42 Specialist Operational Support

Including Project Management, Compliance incl. GDPR experts, DPO, Language Specialists and Creative Studio.

Our experienced teams in London, New York and Berlin are here to support business needs.