

## Qualitative Case Study: Harnessing Diverse Perspectives in Rare Disease

# How Konovo Evaluated the Acquisition of an Asset to Treat a Rare Disease



## Background

Company ABC, a healthcare-focused shared services provider for pharmaceutical and medical device companies, sought to evaluate the potential acquisition of an asset for treating a rare disease. The company aimed to gain a thorough understanding of the market landscape and opportunity to inform their acquisition decision.

## Specifications

### Methodology

Company ABC engaged Konovo's Full-Service US solution, leveraging the Konovo I2 platform to conduct 30-minute, 1:1 web-enabled telephone interviews with 6 endocrinologists who treat at least 5 patients with the rare disease and 5 US-based payers managing specialty pharmaceuticals.



**Platform:**  
**Konovo I2**



**Interviews:**  
**6 endocrinologists,**  
**5 US-based payers**



**Location:**  
**US**



## Approach

The Konovo Insights Director led the project, providing:

- Study design and agile recruitment of specialized respondents
- Moderation, guide checks, and live listening for quality insights
- Interim check-ins and a comprehensive post-field debrief
- Final report in the client's template, along with recordings, transcripts, and honoraria distribution



## Results

Fieldwork was completed within 7 business days, delivering valuable market insights that enabled Company ABC to make an informed decision on the asset acquisition.



Konovo is the premier supplier of data collection services for healthcare market research. Will you be satisfied with less?

For more information or to discuss an upcoming project, please [contact us](#).

