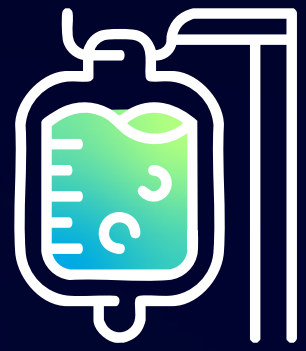


HealthyDose



**Your Dose of Healthcare Intelligence.
Stay informed. Stay sharp. Stay ahead.**

The Simulation Age of Insight

Why the next wave of market research doesn't wait—it simulates.

What AI brings to market research isn't automation. It's imagination.

Insight teams today are under pressure: tighter timelines, leaner budgets, higher expectations. But the traditional toolkit—focus groups, interviews, surveys—wasn't built for this pace. It delivers snapshots when what we really need is a live feed.



Enter synthetic market research

Powered by generative AI, this isn't just a new tool—it's a new mindset. It simulates lifelike HCPs and patients, modeled on real-world data, behaviors, and beliefs. You can now test messages, map decision journeys, and model reactions before fieldwork ever begins.



From insight lag to insight leap

What used to take months can now happen **in a day**. Simulate five different oncologists—each with unique pressures and prescribing preferences—and test how they respond to your campaign. Get real-time feedback, iterate instantly, and move forward faster, smarter, braver.

**When insight accelerates,
strategy becomes fearless.**



What Synthetic Research Can Do Today



Simulate real personas

What would Dr. Lee—a cautious neurologist—think of your new message? Build HCP and patient personas based on attitudes and behavior to test campaigns before investing in fieldwork.



Test content before it's made

Run early simulations on emails, microsites, or banners—refining layout, tone, and copy before you spend a dime on production. Fewer rounds later, more creative space up front.



Map behavioral segments

Go beyond demographics. AI can group HCPs by mindset or prescribing patterns—letting reps engage based on how they think, not just who they are.



Explore future scenarios

What happens if new clinical data shifts the landscape? If a competitor launches tomorrow? Synthetic simulations let you stress-test it all—before the market reacts.



Real-world impacts

In one recent example, a synthetic research pilot led by DDB Remedy that typically would've taken six months—spanning three markets and 45 respondents—was completed in just five days, including validation with human HCPs via SERMO. That's a 96.67% reduction in turnaround time—nearly 30 times faster than traditional methods.

Where It's Going: Bold Frontiers



Value story simulators

Pressure-test your Health Economics and Outcomes Research (HEOR) narrative with simulated payers—before negotiations begin.



Sales call simulators *(our favorite)*

Let reps practice against AI personas that push back like real HCPs—with objections, questions, and curveballs built in.



Live insight loops

Scan social chatter, congress takeaways, and competitor moves in real time—and instantly simulate how audiences might respond.

Why This Matters

Synthetic research is more than just speed. It's the chance to explore more ideas—braver ideas—more often. To spot risk before spending. To imagine beyond what's been done. In a world where complexity is rising, synthetic research doesn't just support strategy. It **supercharges** it.

We're not looking at the future of insight.

We're simulating it—to help you pressure-test strategy, reduce research costs, and move with more precision.



To explore how synthetic research can reshape your strategy or have any questions, reach out to Dan directly.

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