

The Cadence Method: A Smarter Approach to Market Insights in Healthcare

Sugata Biswas
Co-Founder & Managing Principal
Cadence Communications & Research
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The Challenge of Conventional Research

Pharmaceutical & Biotech market research often relies on traditional focus groups or advisory boards, each with inherent limitations. Standard focus groups can lack the scientific depth needed for complex therapeutic decisions, while advisory boards often fail to extract unbiased, actionable market insights. The result? Missed opportunities to understand real-world clinical decision-making at a granular level.

Cadence Communications & Research recognized this gap and developed The Cadence Method. This hybrid approach merges scientific rigor with market research best practices to deliver deeper, more precise insights for pharmaceutical & biotech decision-makers.

What Makes The Cadence Method Different?

Unlike conventional methods, The Cadence Method is structured as a moderated scientific discussion, designed to mirror the way physicians evaluate treatment options in real-world clinical settings. Led by PhD- or MD-level moderators, these discussions go beyond surface-level preferences to uncover the why behind prescribing behaviors.

Key Differentiators:

- You Get Real Answers – *It's an advisory board where you can make doctors actually answer your questions. The structured format forces clarity, eliminating hedging and vague responses.*
- Real-World Clinical Focus – *Uses case-based discussions to track treatment decisions dynamically, revealing valid decision drivers.*
- Expert-Led Discussions – *Facilitated by scientifically trained moderators who speak the language of both research and medicine.*
- Hybrid Market Research Approach – *Combines structured qualitative research with advisory board-style engagement, ensuring scientific depth without compromising research rigor.*
- Custom-Tailored Design – *Each engagement is built around specific insight objectives, ensuring relevance to business-critical questions.*

How It Works

1. **Baseline Assumptions** – Discussions begin with an in-depth exploration of standard-of-care practices and key market dynamics.
2. **Patient Case Discussions** – Moderators introduce evolving patient scenarios, challenging participants to adjust their treatment choices based on new data.
3. **Iterative Exploration** – We pinpoint the precise tipping points that drive prescribing decisions by modifying variables (e.g., comorbidities, disease progression).

Why it Matters

For pharmaceutical companies, The Cadence Method provides a more accurate, predictive view of market behavior, enabling:

- More effective launch strategies by identifying barriers to adoption.
- Stronger positioning and messaging based on real-world clinician perceptions.
- Optimized clinical and commercial decision-making with insights that go beyond traditional research limitations

Let's Talk

At Cadence Communications & Research, we specialize in bridging the gap between science and strategy. If you're looking for a smarter way to uncover the market insights that drive success, we'd love to help.

Contact:

Sugata Biswas

Co-Founder & Managing Principal

Cadence Communications & Research

sbiswas@cadenceresearch.com

www.cadencecr.com

About the Author



Sugata Biswas is the Co-Founder and Managing Principal of Cadence Communications & Research, where he helps pharmaceutical, biotech, and medical device companies transform complex data into actionable insights. With over 25 years of experience in healthcare consulting, market research, and strategic communications, he specializes in turning data into real-world applications that drive business success.

At Cadence, Sugata leads market research and medical communications initiatives, equipping clients with the strategic intelligence needed to navigate competitive landscapes, launch products, and refine business strategies. He developed **The Cadence Method**, a qualitative research approach that integrates patient cases with traditional focus groups and advisory boards to uncover deeper insights and optimize decision-making.

About Cadence Communications & Research

Cadence Communications & Research is a marketing research and medical communications firm specializing in the pharmaceutical industry. Based in Westlake Village, California, we help clients make better decisions in bringing drugs to market by providing strategic insights, clear messaging, and expert storytelling. While we don't conduct scientific research directly, we ensure complex medical information is accessible and impactful for key stakeholders. Our approach is rooted in clarity, rhythm, and effortless flow—just like the name **Cadence** suggests.

