

EXPERTS IN VACCINE MARKET RESEARCH



Over the past 20 years, Leger has worked with leading pharmaceutical companies, public relations agencies, and public health administrations to address a wide range of vaccine market research needs.



We combine our knowledge of the Canadian healthcare environment and disease areas with our public affairs expertise in communications and government affairs to provide clients with comprehensive and actionable insights.

WE HAVE CONDUCTED 40+ VACCINE MARKET RESEARCH STUDIES, BOTH QUALITATIVE AND QUANTITATIVE, OVER THE PAST 10 YEARS.

We have interviewed **consumers, patients, physicians, nurses and pharmacists** in our quest to better understand and address topics that include public awareness, the patient journey, vaccine market size through demand studies, and patient reactions to new vaccine delivery methods.

OUR VACCINE RESEARCH EXPERIENCE EXTENDS ACROSS NUMEROUS TYPES OF VACCINE DISEASE AREAS, INCLUDING:

- Influenza, meningococcal, pneumococcal vaccines
- Shingles vaccines
- Human Papilloma Virus (HPV) vaccines
- Travellers' vaccines, including Hepatitis A and B, Typhoid fever, Yellow fever, traveller's diarrhea
- Pediatric vaccines

Take the pulse of the nation through our weekly **OMNIBUS** or dig deeper into the patient journey through an **ONLINE COMMUNITY**.

We provide the expertise and solutions to meet your needs and fit your budget.

Contact

Marlene Kohn
416-964-9222 #2006
mkohn@leger360.com

The logo for Leger, with the word "Leger" in a white sans-serif font and the letter "e" in red.