



Kendall Gay
Senior Qualitative Research Consultant

Kendall is a 19-year professional marketing researcher, all of which have been in healthcare. He now practices **qualitative marketing research** exclusively. Kendall started his career with an entry-level position at Spiller & Reeves research and has performed **every** function in a marketing research company from analyst to owner.

After climbing to a position as Vice President at Spiller & Reeves, Kendall decided to venture out on his own. He founded Kendall Gay Consulting, Inc. (KGC) on October 1, 1997.

Kendall has conducted literally **thousands** of focus groups and interviews face-to-face, over the phone and on the Internet. Patients, doctors, nurses, ancillary health care professionals, and health care executives are just **some** of the respondent populations he has worked with. Kendall has extensive experience in pharmaceuticals, medical devices and healthcare communications, from launch to re-positioning, licensing & acquisition to employee issues.

Kendall graduated *cum laude* from the University of South Florida in 1990 with a BA in Advertising and a concentration in psychology. He is a member of the Qualitative Research Consultants Association (QRCA), the American Marketing Association (AMA), the Pharmaceutical Marketing Research Group (PMRG), the Association of Qualitative Research, and the Pharmaceutical Business Intelligence and Research Group (PBIRG).

Industry Experience

- ✓ Pharmaceuticals
- ✓ Surgery
- ✓ Marketing
- ✓ Medical Devices
- ✓ Disease Prevention and Management
- ✓ Healthcare Delivery
- ✓ Healthcare Services
- ✓ Product Development

Methodologies

- ✓ Focus Groups
- ✓ In-Depth Interviews
- ✓ Telephone Interviews
- ✓ Telephone Focus Groups
- ✓ On-line Research
- ✓ Direct-to-Consumer (DTC)
- ✓ Email DTC
- ✓ Website Evaluation

Areas of Expertise

- ✓ Advertising Evaluation
- ✓ Brand Imaging
- ✓ Concept Development
- ✓ Creative Problem Solving
- ✓ Creative Strategy Development
- ✓ Image and Awareness
- ✓ Laddering
- ✓ Market Segmentation
- ✓ Qual Perceptual Mapping
- ✓ Positioning Research
- ✓ Projective Techniques

Health Care Respondents

- ✓ Allergists
- ✓ Anesthesiologists
- ✓ Cardiologists
- ✓ Cardiovascular Surgeons
- ✓ Dermatologists
- ✓ Diabetologists
- ✓ Ear, Nose & Throat Specialists
- ✓ Emergency Medicine
- ✓ Endocrinologists
- ✓ Family Practice Physicians
- ✓ Gastroenterology
- ✓ General Surgeons
- ✓ Immunologists
- ✓ Infectious Disease Specialists
- ✓ Infertility Specialists
- ✓ Internal Medicine Physicians
- ✓ Managed Care Executives
- ✓ Neurologists
- ✓ Nurses
- ✓ OB/GYNs
- ✓ Ophthalmologists
- ✓ Orthopedic Surgeons
- ✓ Patients
- ✓ Pediatricians
- ✓ Pharmacists
- ✓ Psychiatrists
- ✓ Pulmonologists
- ✓ Radiologists
- ✓ Rheumatologists
- ✓ Thoracic Surgeons