

Pharmaceutical Experience Examples

Sales Detail Assessments

- ✓ Several, large-scale online quantitative tracking surveys with physicians to understand the time spent on the detail, recall and impact of messaging, and the usefulness of visual aids of both the client's details and those of key competitors.

Concept Test

- ✓ Telephone, in-depth interviews with a web component (to show stimuli) with PCPs, Cardiologists and Gastroenterologists to identify strengths, weaknesses and opportunities for positioning the fixed-dose combination product.



New Product Forecasting

- ✓ Qualitative and quantitative (including discrete choice) research with both physicians (Rheumatologists) and patients to inform the forecast for a new formulation of an immune disorder treatment.

Vaccine Management Journey

- ✓ Online bulletin boards with physicians to help a healthcare supplier identify primary unmet needs within physician practices generally, and with vaccine management specifically.

Global Demand Research

- ✓ One-on-one interviews with Key Opinion Leader physicians (multiple specialties) in the US, UK, Germany, France, Spain and Italy to assess the market opportunity for early stage molecules.