Zeldis Research
Example U.S. Ophthalmology Experience

01

Qualitative HCP Concept Testing

Market landscape analysis plus glaucoma KOL depth interviews to size market opportunity and competitive setting for **glaucoma** therapy target product profiles

02

Qualitative Patient Message Testing

Qualitative, webcam-assisted depth interviews among patients with **macular degeneration** to assess reactions to alternative messages and creative

03

Quantitative HCP Message Research

Online surveys with **Retina Specialists** to assess reactions to potential messages for HCPs and acceptability of prospective messages for their patients

04

Qualitative HCP Positioning Research

Qualitative, webcam-assisted depth interviews with Retina Specialists to evaluate optimal positioning for a **wet AMD** treatment

05

Quantitative Patient Message Research

Online surveys among patients with **wet AMD and diabetic macular edema** to assess clarity, believability and impact of creative and messaging

ZELDIS RESEARCH ASSOCIATES

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