

NDA: Pre-Launch Awareness, Trial and Usage Study

For more details on our approach to this project, including a specific example, please contact us!
Call (888) 947-2339 or email Case_Study@wwmr.com

Establish Baseline ATU

Challenge

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| Scenario | Pharmaceutical company needs to establish a baseline awareness, trial, and usage (ATU) of thrombolytic agents prior to their product relaunch. |
| Objective | Determine the baseline ATU and satisfaction for the company's thrombolytic Agent X, as well as its competitor thrombolytic Agent Y among Cardiologists (CARD) and Emergency Department (ED) specialists. |
| Challenge | Fast turn-around, timed prior to significant marketing efforts for product relaunch. |

Solution

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| Methodology | Brief web-based survey of over 300 clinicians, segmented into CARDs and ED specialists, with half of each segment using Agent X and half using Agent Y. |
| Deliverables | PowerPoint presentation summarizing measured awareness (aided and unaided), attitudes, satisfaction, and usage. |

Impact

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| Impact | Pharmaceutical company used findings to measure effectiveness of planned marketing efforts. |
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