

Phase II: Patient / Physician Segmentation

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

Post-Launch Re-Positioning

Challenge

Scenario	Biopharmaceutical company requested a study of the IV-anti-hypertensive market in order to clarify the competitive position of their launched product and to understand the lack of penetration of their product into certain markets.
Objective	To understand the current positioning of the client's product and to establish a baseline of awareness, trial, use (ATU) and satisfaction for drugs in the class.
Challenge	Collect both qualitative and quantitative data from a large number of physicians, representing more than eight different specialties.

Solution

Methodology	<p><u>Qualitative Positioning Research:</u> 40 in-depth telephone interviews were conducted with physicians representing 10 different specialties. Respondents were evenly divided between markets in which the client's product was and was not performing well.</p> <p><u>Quantitative ATU Research:</u> Over 300 web-based surveys were performed with physicians from 8 different specialties.</p>
Deliverables	Two reports providing detailed results and discussion summarizing the product's position in the current market.

Impact

Impact	Report was used to understand the strengths and weaknesses of current marketing strategies and to establish a baseline ATU in order to better measure the effectiveness of upcoming marketing efforts for their product.
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