

Phase III: Positioning Research

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

Product Positioning

Challenge

Scenario	Pharmaceutical company needed to test product positioning statements for their transdermal ERT spray product;
Objective	Test credible and meaningful product positioning statements for the transdermal ERT spray product among clinicians and patients;
Challenge	Fast turn-around in order to support clinical development planning and commercial decisions.

Solution

Methodology	<u>Primary research with physicians</u> : In-depth telephone interviews with carefully selected gynecologists;
	<u>Primary research with patients</u> : In-depth focus groups with patients;
Deliverables	PowerPoint presentation summarizing current ERT attitudes and habits and reactions to new product concept, including likelihood of adoption.

Impact

Impact	Company used findings as supportive evidence to incorporate strategically relevant aspects of the leading product positioning statements into the design of Phase III clinical studies.
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