

# Phase III: Knowledge, Attitudes, Practice and Perceptions

For more details on our approach to this project, including a specific example, please contact us!  
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## Knowledge, Attitudes, Practice, & Perceptions

### Challenge

Scenario	Small Pharma company considering development of a novel antibiotic formulation to treat lung infections in CF patients.
Objective	Investigate the relative importance of the logistics and consequences of the delivery of the drug – in order to obtain a sense of the relative importance of each.
Challenge	Tight turnaround time on interim top-line presentation of findings.

### Solution

Methodology	<u>Directors of Cystic Fibrosis center interviews</u> : 7 in-depth interviews with Directors of US Cystic Fibrosis Centers (representing 2 large, 2 medium and 3 smaller centers), regionally well distributed.
Deliverables	A top-line written report, in PowerPoint format, including an executive summary and verbatim quotations (where relevant).

### Impact

Impact	Company used findings to support decision to support development of a novel antibiotic formulation to treat lung infections in CF patients.
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