

Case Study

Consumer Survey to Understand Prescribing Behaviour for Haemophilia Products of a Lifesciences Major

About the Client

- The client is a Fortune 500 lifesciences and medical devices firm with a significant presence in the Asia Pacific region

Business Objective

- The client wanted to re-assess its marketing strategy for its haemophilia product line. It wanted to understand the Rx behaviour of Haematologists and other treating physicians
- It also wanted to identify various decision drivers and assess the performance of AHF (anti-haemophilic factor) vs. Non-AHF treatment options on those drivers

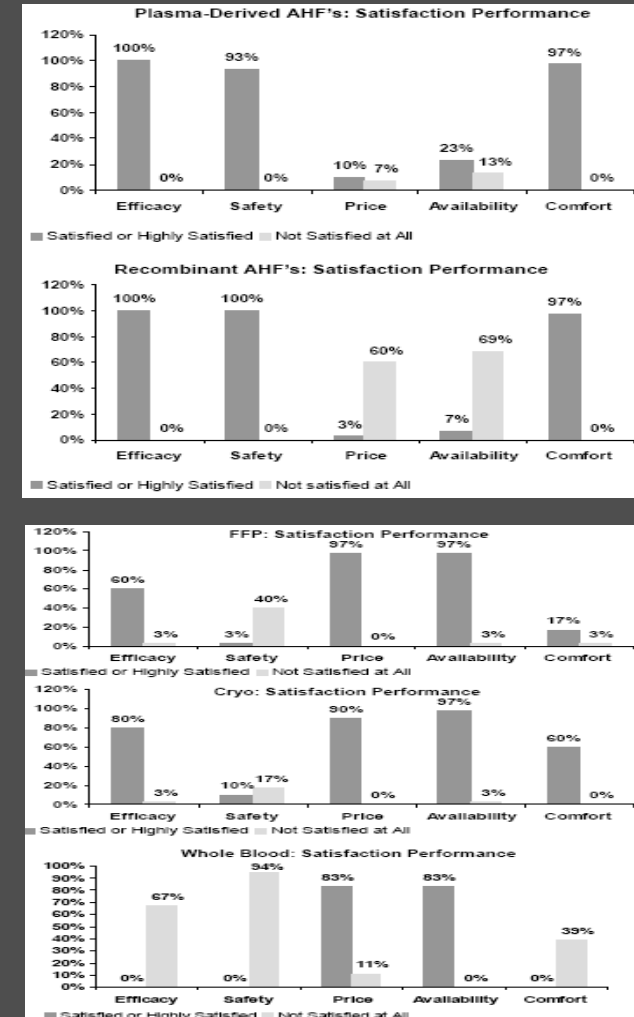
Results & Value Add

- RocSearch was able to summarize inputs from expert interviews with 60+ doctors across more than 20 cities in India
- They were also able to provide insights on treatment protocol, decision drivers and relative performance of various treatment options of those drivers
- The findings helped the client refine its segmentation and positioning strategy for its AHF product line

Research Methodology and Approach

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Screenshots





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