



Case Study

Healthcare

Market positioning and perception analysis for new analgesic drug

Objective

Our client, a global pharmaceutical company, sought Netscribes' help in evaluating the current market positioning and penetration of an analgesic drug brand among psychiatrists, orthopaedic doctors, general practitioners, neurologists and neurosurgeons in the Philippines, Singapore, Malaysia, Thailand, Indonesia, and Vietnam. By undertaking a research based study, they wanted to understand the perception and attitude of physicians on surgical site infections. They also sought to analyze the existing treatment pattern to reduce such infections and identify the best practices and special care methods to minimize them.

Approach and Solution

A qualitative research was conducted by the Netscribes team to understand surgeons' views and recommendations for preventing surgical site infections.

In order to gain a granular understanding on the processes and practices used to minimize post-operative infections, we designed a comprehensive questionnaire to capture qualitative information. Next, we conducted in-depth interviews with general surgeons, orthopaedic doctors and neurosurgeons who treat post-operative infections, to gain their views on surgical site infections. These interviews lasted an average of 45 minutes each.

To ensure we capture relevant and highly-credible information, we targeted surgeons who treat a minimum of five cases per week for post-operative infections and have five to 30 years of experience. Finally, we consolidated the best practices, processes and special care methods suggested by these surgeons to minimize the occurrence of post-operative infections.

Results Delivered

After conducting an intensive country-wise analysis of the data procured, we presented our key findings in an MS PowerPoint report. During the course of the study, we also provided an online report of the quota completed to track the survey's progress.

Benefit

Informed by Netscribes' findings, the company was geared to refine its training program to increase awareness on preventing post-operative and surgical site infections, and implement the program across its geographical presence.

**Get an in-depth view on market positioning and perception
informed by Netscribes qualitative research**

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