

CASE STUDY 4

DOCTOR'S PERCEPTION OF THE PHARMACEUTICAL INDUSTRY

Research Objectives

Pharmafocus wanted to assess the opinions of general practitioners and hospital doctors towards the pharmaceutical industry. The areas covered were general perceptions, changes within the industry, the ranking of major pharmaceuticals and the problems and recommendations available to the industry.

Methodology

The study was undertaken using Medix's nationally representative panel of GPs and utilising the unique research and analysis software. A total of 1029 responses were received. The questionnaire comprised 8 short closed questions and qualitative open ended questions.

The results were fully transparent complete with executive summary containing conclusions and recommendations. Medix's flexible approach to reporting enabled Pharmafocus to have their results tailored for the best possible representation and evaluation. The sample size provided reliable quantitative data whilst the honest free-text responses added an additional qualitative element.

Results and Conclusions

The total results were obtained with a 96% response rate and a total fieldwork time of 2 weeks. The results of the study were used for media release and as such the reputation and reliability of Medix UK was paramount

Pharmafocus Client Comment – Andrew McConaghie

“Medix were very helpful in refining the questions we put to the doctors, and gave us a good idea what would work and what would not before we began.

The survey achieved a rapid and substantial response from the doctors, and was able to capture a broad range of opinion.

We used the survey results as the basis for the front page story of our December 2006 issue, with comment on the results from UK industry stakeholders including ABPI Director General Richard Barker.”