

# CASE STUDY 7

## “A SIX-PHASE DETAIL FOLLOW UP AMONG 100 TARGET GPs PER STUDY”

### Research Objectives

Following the launch of a new product Altana Pharma wished to gather the views and opinions of GPs on recent discussions with sales representatives and to gauge whether the right messages were being communicated effectively. The performance and success of the campaign was assessed over a 6 month period.

### Methodology

Medix was chosen to undertake the study due to the nationally representative sample, the ease of cross-matching GPs to a target list, and also the ability to turn each study around rapidly. The study contained 15 questions including a mixture of open and closed questions gathering important qualitative and quantitative data. Results were presented in tabulated format with bar charts and settling analysis. Free-text responses were provided verbatim.

### Results & Conclusions

The results gathered were of a high quality. Each study uncovered the main points that sales representatives were discussing with GPs and how successfully the key messages were being communicated. The future prescribing intentions were also collected.

Additional research was completed within the 6 month period among GPs who indicated that they were intending to prescribe the product at a high level. This group was followed-up and provided invaluable data on reasons that both encourage and inhibit prescribing of the new product.