CASE STUDY 8

"A COMPREHENSIVE MULTI-NATIONAL PROJECT AMONG EUROPEAN 1000 PCPS"

Research Objectives

CV Therapeutics needed market intelligence in Europe and specifically the five key markets for a potential treatment of chronic angina. The market intelligence included two main areas; firstly, an understanding of the chronic angina market and secondly, an evaluation of the potential product.

Methodology

The study was undertaken via Medix due to the unmatched physician access throughout Europe and locally based research executives providing a consistent approach. The research was undertaken using representative panels of PCPs in the UK, Germany, France, Italy and Spain. A sample of 200 PCPs was used in each country.

The questionnaire included 37 questions and a mixture open and closed questions, as well as a detailed product profile. The fieldwork was carried out using Medix' online methodology over a 3 week period.

Results & Conclusions

Results, including analysed open-ended findings were translated into English. Conclusions and recommendations were included as well as a personal presentation to the client. Results from the five countries proved invaluable for understanding the different treatment pathways and referral patterns within Europe as well as gauging PCPs response to the potential product and future prescribing

Robin Bhattacharjee, CV Therapeutics

"The research project spanned the 5 key European markets and to gather a sample of 1000 PCPs (200 per country) in such a short fieldwork period was staggering. The questionnaire was detailed and included a qualitative element in the form of well constructed open questions. The questionnaire was translated into native languages and once the fieldwork had been completed a suitable code-frame created, all results were translated back into English. The responses received were of the highest quality giving an essential insight into the different markets."

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