

CASE STUDY 9

“A RESEARCH STUDY AMONG PCO BOARD MEMBERS AND DELIVERED IN 5 DAYS”

Research Objectives

Following the withdrawal of Vioxx, Novartis wanted to research the views and opinions of PCO board members (Pharmaceutical Advisors, Prescribing Leads & Medical Directors) on a wide variety of issues.

Methodology

Medix internet based methodology was chosen because of the access to a robust sample of PCO board members and the ability to provide high-quality data. The need for rapid delivery was also important. The questionnaire included 32 questions including a mixture of open and closed questions.

Results & Conclusions

A total sample of 60 board members was gathered in 4 days and the results were processed and analysed immediately. The data provided by the sample on a controversial subject was informative and helped to direct important business decisions.