

Case Study

Attitudinal study of Alzheimer Patient– Educate & Awareness Is Important

Marketing Challenge:

One of the world's biggest Pharmaceutical Company wanted to explore the cause and effect of Alzheimer's disease and understand how the detection of the disease is made & conveyed to the family of the patients. They wanted to identify if there is awareness of the Alzheimer's disease. They wanted to know any special approach taken to treat the patient. For them to recognise the role of society and professionals 'caregiver' and educating the mass for early detection of Alzheimer's disease was important. They also wanted to know more about the administration of kind of special drugs to treat the Alzheimer's patients

MMRSS' Approach:

Exploratory research was conducted to understand the criticality of Alzheimer's disease and how far Neurologist can go to educate the people, family and friends of Alzheimer's patients to become responsible.

Qualitative research tool used was In depth interviews of 15-20 minutes with the target audience. 30 Neurologists in India (all metros) practicing in hospitals and clinics were the target audience chosen for this research to provide expert opinion. Neurologists are very high profile and mobile in their nature of job therefore the contacting those for such interview would yield more refusals than others. However interview length of 15 – 20 minutes can be possible to convince these experts.

Neurologist or psychotherapist were contacted and expert opinion was taken on the following:

- Main causes of the Alzheimer's disease and how does this occur
- Explanation on Females being more prone to disease
- How fast the rate of the Alzheimer's disease (AD) growing in a patient
- How different is normal forgetfulness and slow and gradual deterioration that takes place due to Alzheimer's disease

- Precaution to be taken to avoid this disease
- Considering that the disease is non curable, are there any new developments made by science to treat the disease
- Their first receive the patient what is they approach to it
- Advice to the family and friend of the patient suffering from Alzheimer's
- Drugs used to treat Alzheimer's patients and the result
- Companies that sell drug/s for treatment of Alzheimer's disease
- View towards role of society and professionals for geriatric care to tackle and manage the Alzheimer's disease patients

The Results:

Indian scenario of Alzheimer's disease patients was established and helped the client to take specific measures

About Majestic MRSS:

Majestic MRSS is more than a decade old full service market research company with clients in the Pharmaceutical, Healthcare, FMCG/CPG, Automotive, Information Communications and Technology (ICT), Hospitality & Retail, Media sectors. MMRSS has its presence in fifteen countries in Middle East and Asia. Majestic has always been at the forefront of technology as an emerging force in Asia and the Middle East in the last decade. To learn more visit www.mmrss.com

Contact us:

Majestic Market Research Support Services Ltd.

160 A Prem Chaya Building,
LBS Marg, besides Rock On boutique,
Besides Taximan Colony, Kurla (West).

T: +91 2226540719

Raj Sharma : +91 9322105830

info@mmrss.com