

## Case Study

# Analyze views of Cardiac Surgeon towards BVS benefits

### Marketing Challenge:

A leading Healthcare MNC approached Majestic MRSS to understand cardiac surgeon's views towards BVS benefits & insights regarding touch points discussed between them

### MMRSS' Approach:

In depth Interviews in Mumbai & Delhi was done to meet the objective of the study. The respondents for the same with sample size are listed below:

Centers	Referring Cardiologist	Cardiac Surgeons	Cardiac Patients	Total
Mumbai	4	4	4	12
Delhi	4	4	4	12
Total	8	8	8	24

### The Results:

This study provided insights that Cardiac Surgeons are observing an emerging 'potential market' for BVS.

As awareness in India is found to be extremely low due to which the marketing strategy for patients needs to be started from a ground level.

Due to which client could have their Target audience into 3 categories of Patients and hence prepare a marketing strategy for Cardiac Stents:

- 1<sup>st</sup> Target - Patients with CAD, who have stents (*These patients can create awareness & educate patients who are seeking information about **STENTS***)
- 2<sup>nd</sup> Target - Patients diagnosed to have CAD who have chosen medical treatment as an alternative to stents (*This category of patients can become potential Users of BVS*)
- 3<sup>rd</sup> Target - Patients with CAD and interested in Stents (*This category of patients can again become potential Users of BVS*)

Related readings:

1. [Global positioning and key message identification for a Pharmaceutical brand](#)
2. [Perception analysis of healthcare professionals](#)
3. [Attitudinal study of Diabetes' Patient](#)
4. [Patient's view on new Glucometer](#)
5. [CATI for understanding CME' impact among its target Audience](#)
6. [Triple drug therapy in diabetes](#)

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](http://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](mailto:info@mmrss.com)