

## Case Study

# Patient's view on new Glucometer

### Market Challenge

One of the Gaint in Medical devices wanted to enter Indian market with any Glucometer with various new features and wanted to gauge patients reactions towards the usage of new glucometer as well as to understand need gaps in current glucometer devices.

### MMRSS' Approach

Focus Group Discussion in Mumbai, Delhi, Bangalore, Kolkata, Chennai, Lucknow & Pune was conducted with Type 2 Diabetic patients for at least 2 years. Recruitment of Type 2 Diabetic patients was a challenge which was accomplished with help of references from Diabetologists & Endocrinologist.

### The Results

Client was able to get patient's opinion on new glucometer launched by them and also identified positives and negatives in new device and areas of improvements considering the need gap highlighted by patients.

### 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)

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