

Case Study

Infection control practice in Respiratory disease- Doctor's Views

Marketing Challenge:

A leading Pharmaceutical MNC approached Majestic MRSS to understand the overall perception about Infection control and quantify the penetration of antibiotics in hospital settings. They wanted to know the prescription drivers for a beta lactam antibacterial (test product) combination and doctor's views on benefits offered by test product over other popularly used anti-infective in treating various Respiratory Tract Infection

MMRSS' Approach:

Majestic MRSS used focus group discussion methods in Mumbai, Delhi, and Bangalore with respondents being ENT, Chest Physician, Pediatrician and Consultant Physician

Cities	No. of FGD's	Respondents
Mumbai	1	ENT - 2 Chest Physician - 2
Delhi	1	Pediatrician - 2 Consultant Physician - 1
Chennai	1	General Physician - 1 (Each FGD was conducted with 8 respondents)

Challenge was to replicate ICU

hospital setting in the Focus group discussions which was overcome by using Workshop kind of interaction with Models and Pictures to get the in depth understanding of doctor's point of views

The Results:

Various antibiotics used to treat respiratory tract infections in hospital settings were identified along with key prescription drivers for the same. Key competitor to the test product as well as perception of test product vis-à-vis competitors was identified. Based on the FGDs, Majestic MRSS was successful in providing actionable points to customer for increasing the share of test product in hospital segment

In Summary:

- Ethno-stream is proprietary of Majestic MRSS where Live video streaming of ethnographic research is done
- In one such study we successfully analysed the purchase and usage behaviour of mobile users.

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

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