

Targeting Physicians



Research Objectives

The client, a global pharmaceutical manufacturer, is launching a new pharmaceutical for curing a chronic disease. Patient intake of the medicine will be influenced largely by physicians. Client would like to define their target physicians and to understand how to motivate them to prescribe their medicines accordingly.

Research Approach

We believe that we should approach the issue by going beyond how physicians prescribe drugs, but we have to understand their professional and personal value as well.

We have conducted in-depth interviews with 600 patients and 138 face-to-face interviews with physicians by the use of a structured questionnaire. The study was conducted in 8 cities in China.

Research Result

Through such a segmentation study, we are able to identify the key characteristics of the key segment in terms of their personal and professional values. The client is able to tailor marketing programs and train their medical representatives to communicate with the target segments more effectively. Such study has led to a successful launch of the new pharmaceutical product as a result.



**Face to face &
Telephone in-
depth interviews**