

In China, the selling of medicines represents 2% of GDP and is the major source of income of Chinese medical organizations. Physicians play a very important role in influencing patients' medicine intake.

- Pharmaceutical companies therefore spend a lot of marketing budget to engage and influence physicians so that they can recommend and introduce their new medicines to patients.
- However, in view of the numerous number of physicians in China, pharmaceutical companies are most interested in identifying the segment(s) of physicians that will most likely be supporting their new product launches.
- Through such a segmentation study, we are able to identify the key characteristics of the key segment(s) in terms of physicians' personal and professional values. As a result, clients can focus their marketing effort accordingly.
- We will need to identify physicians' needs, motivations and attitudes in order to identify the target segment.
For example:



Motivations and needs
in life and career



Receptiveness to new
medicines



Experience and knowledge
in medicines



Relationship with medical
representatives