

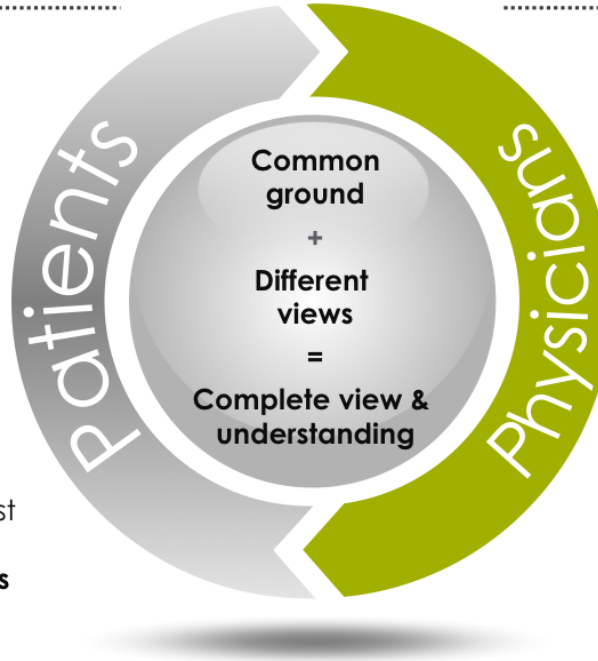
T-Group: the two sides of the story

Main objectives

To detect **possible gaps** and **disconnections** between usually interacting targets (eg: HCPs vs. patients) by bringing into light what they **think** and **feel** about a certain topic.

How is made

Three alternate groups that happen the same day, one after another: first a **45 minutes** group discussion with **physicians**, followed by a **90 minutes** g.d. with **patients** (seen by the physicians) and closing with a **45 minutes** g.d. with the same **physicians**.



Insight example

Antibiotherapy market: *Physicians consider that the refuse to administer the antibiotic can lead to complications: pneumonia, severe infections etc.*

Moms *don't know exactly what the complications are, but they are afraid that the antibiotics can do more harm than good.*

Call for action

Discover key **insights** for **problem solving** as to know what "buttons" to further push for future **development** of **relationships** and **communication** between interdependent targets.