

Case Study
Consumer Survey on Prescribing Behaviour for
Haemophilia Products



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Consumer Survey on Prescribing Behaviour for Haemophilia Products



About the Client



- A Fortune 500 life sciences and medical devices firm, with significant presence in the Asia-Pacific region

Client Objectives / Goals



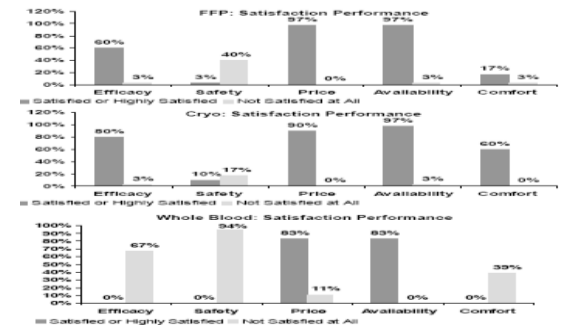
- The client wanted to re-assess its marketing strategy for its haemophilia product line
- They sought to understand the Rx behaviour of haematologists and other treating physicians
- They also wanted to identify various decision drivers and assess the performance of AHF (anti-haemophilic factor) vs. Non-AHF treatment options on those drivers

Approach and Methodology



- RocSearch conducted a survey on more than 60 doctors in more than 20 cities across India
- The survey provided insights on treatment protocol, decision drivers and relative performance of various treatment options on those drivers
- Basis the inputs from these interviews, RocSearch analysed and prepared a summary dashboard for the same

Sample Output



Results / Value-add



The findings helped the client refine its segmentation and positioning strategy for its AHF product line