

## CASE STUDY

*identifying opportunity through custom research*

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### **Communications Research**

#### ***The Issue:***

A pharmaceutical manufacturer's drug was in the news following reports of a higher than expected incidence of severe adverse effects among those taking the drug. Although the FDA made no changes in approval for the drug following a review of the adverse events data, the company was interested in determining how it should respond to the negative publicity.

#### ***The Solution:***

MRSI surveyed physicians and consumers to measure the awareness and impact of the news. Research determined that physicians were aware of the information but understood the situation and thus did not have a negative impression of the drug. Consumers, it was found, relied on their physicians to determine what drugs were safe enough to prescribe and thus were not negatively affected by the news either.

#### ***Business Implication:***

As a result of the research, the pharmaceutical manufacturer determined that no additional education was needed regarding the FDA notice and the safety of the drug, saving the company considerable time and money in developing responses to the negative publicity.

For more information, contact us at **513-579-1555** or visit [www.mrsi.com](http://www.mrsi.com) today.