

CASE STUDY

identifying opportunity through custom research

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 today.

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Name Testing

The Issue:

A pharmaceutical manufacturer was interested in testing names for a new drug. Traditionally, the client conducted this research using qualitative in-depth interviews (IDI's) among physicians.

The Solution:

MRSI proposed an online quantitative survey instead of the traditional IDI's. Not only did this provide more robust and projectable data, it also reduced cost, allowing the client to survey both physicians and consumers.

Business Implication:

The online solution yielded better data at reduced cost and the pharmaceutical manufacturer was able to include both physician and consumer input to select an appropriate name for its new drug.

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Product Demand Study

The Issue:

A pharmaceutical company wished to estimate market demand for a new weight maintenance drug.

The Solution:

MRSI designed an in-person study where both physicians and patients were interviewed using a conjoint methodology. Both groups were exposed to a variety of product profiles for the new drug that presented different scenarios of price, effectiveness, and dosing. Physicians were asked the percentage of patients they would treat with the drug, and patients were asked their likelihood to ask their physician for the drug.

Business Implication:

A series of discrete choice models were developed to allow the company to estimate demand for the new drug based on both patient-driven and physician-driven share. A simulator was designed from the model that allowed share to be recalculated based on different scenarios or assumptions.

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Product Positioning Research

The Issue:

A major vaccine manufacturer was planning a product re-launch to support an expanded indication for a key corporate brand. Past physician experiences with the vaccine had encountered challenges and the company needed improved messaging that could overcome existing perceptions.

The Solution:

MRSI developed a multi-stage qualitative and quantitative research solution including exploratory ideation, message development, creative development and message implementation research. A quantitative discrete choice design was also conducted to optimize the product message.

Business Implication:

The brand team was able to identify unanticipated motivators and create a strong message that clearly and positively addressed areas of concern. In fact, the breadth of our findings provided the team the capability to modularize the message and supporting advertising campaign for application to a larger audience than anticipated.

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Pharmaceutical Product Sampling

The Issue:

A pharmaceutical manufacturer was interested in better understanding the impact of sampling in one of its major disease state markets. Specifically, the manufacturer wanted to understand not only the overall relationship between sampling and physicians' prescribing intentions, but also how well each of its multiple products in this market "stacked up" against their competitors in physicians' minds with respect to sampling adequacy.

The Solution:

MRSI interviewed representative samples of physicians by specialty, via an online survey. Using regression and other statistical techniques, we determined that sample adequacy has a greater impact on physicians' prescribing for some products than others, for some product forms than others, and also varies by specialty. We also determined which of the manufacturer's brands were falling short of their competitors in providing adequate samples to the physicians.

Business Implication:

As a result of the research, the pharmaceutical manufacturer revamped its product sampling strategy. Based on both the "derived" sampling importance results and the sample adequacy brand performance findings, the manufacturer increased the overall budget of their sampling initiative. They reallocated the proportions (mix) of the budget that would be dedicated to each of their products within this market for each specialty, increasing the proportion for some brands/forms and decreasing it for others, in order to maximize their return on investment.

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Sales Environment

The Issue:

Reacting to the changing pharmaceutical sales environment, a leading pharmaceutical manufacturer wanted to improve the current sales representative detail process to meet both external and internal customer expectations and to create a valuable detail experience for physicians.

The Solution:

MRSI designed an online quantitative research study to assess the existing sales detail environment and explore new opportunities for changes to the client's existing sales detail model. Utilizing advanced analytical techniques, we were able to go beyond the analysis items originally specified to quantify the importance of specific sales representative attributes as well as the detail components.

Business Implication:

These results provided the client with prioritized action items to improve the detail experience as well as a quantified understanding of the current marketplace.

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