

CASE STUDY

identifying opportunity through custom research

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 16 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.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.