

CASE STUDY

identifying opportunity through custom research

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.

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