

Case Study

Perception analysis of healthcare professionals

Marketing Challenge:

Perception Analyzer technology system is a direct response driven computer technology that used input from participants to pinpoint areas of strength and weakness and provide on the spot second-by-second real time feedback.

One of the leading pharmaceutical companies wanted to obtain patient, physician and nurse educators' feedback regarding a novel insulin pen delivery device. They wanted to know attributes critical to the product's success requiring evaluation included product features, price points, color/appearance and product name.

MMRSS' Approach:

Focus groups used the Perception Analyzer to combine qualitative feedback and quantitative precision.

Respondents used wireless, hand-held device to answer questions and give feedback during focus groups, presentations, meetings, etc. A small wireless receiver, called a console is connected to a computer. Perception Analyzer software immediately tallied the results. Results were instantly available for personal viewing or to display to respondents and viewers.

Results collected through the use of this device were available for analysis in crosstab, graphical, and quick frequency formats. It was also exported to Excel, PowerPoint, SPSS, in HTML, and as JPGs or PDFs for presentations and reports.

The Results:

Use of the Perception Analyzer data allowed us to immediately answer the 'Why's' from some of the quantitative evaluations such as, 'Why did you select this feature as being most important?' and 'Why did you prefer this color the most?'" It was that qualitative /quantitative combination with the availability of real-time data that helped make this project so successful.

Related readings:

1. [Attitudinal study of Diabetes' Patient](#)
2. [Patient's view on new Glucometer](#)
3. [Perception analysis to better engage for a Media forum](#)

About Majestic MRSS:

Majestic MRSS is more than a decade old full service market research company with clients in the Pharmaceutical, Healthcare, FMCG/CPG, Automotive, Information Communications and Technology (ICT), Hospitality & Retail, Media sectors. MMRSS has its presence in fifteen countries in Middle East and Asia. Majestic MRSS has always been at the forefront of technology as an emerging force in Asia and the Middle East in the last decade. To learn more visit www.mmrss.com

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