

## Case Study

# Attitudinal study of Diabetes' Patient

### Marketing Challenge:

One of the world's biggest Pharmaceutical company wanted to understand Diabetic patient's life and process we aim to identify needs and corresponding opportunities for Diabetes market. They wanted to Identify the initial difficulties faced by patients and hence determine support required from Pharmaceutical Companies

### MMRSS' Approach:

We initiated with understanding of awareness about the disease amongst the care takers and patients. We found that Patients who were detected with Diabetes at the age of 10 – 15 years didn't have any knowledge about the disease. Some patients were only aware about Type 2 Diabetes which is caused by hereditary Disease or malfunctioning of Pancreas. It is interesting to note that most of the parents were shocked when difference between Type 1 and Type 2 Diabetes were brought to their notice and were terrified with thought of their kids on insulin for life long

The next step was to understand the source of information used by care takers and patients after diagnosis of Diabetes. We found that the main sources of information are Physicians, Internet and Study Material provided by Physicians. Commonly patients received study materials from Pharmaceutical companies which gave detailed information regarding additional information of Diabetes and lifestyle modifications. However, face to face interaction with various doctors and exhibitions were most appreciated by newly diagnosed Type 1 Diabetic patients

On In-depth interviewing we found that typically patients showed symptoms like lethargic behavior, Loss of weight, frequent urination, vomiting etc. Most of the parents ignore these symptoms but over a period of time i.e.; 1 month due to the continuous suffering parents decide to visit family physicians for a routine checkup. Most of the patients were immediately admitted to the hospitals due to the prolonged suffering from the above mentioned indications as well as drastic raise in blood sugar level. Insulin dose was started immediately.

## The Results:

Important insights that generated through this research were that most of the patients prefer those medications that are with long lasting insulin hence number of pricks gets reduced. Hence, convenience of maintaining a strict schedule with reduced number of insulin intake.

## Related readings:

[Attitudinal study of Alzheimer Patient–Educate & Awareness Is Important](#)

## 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 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](http://www.mmrss.com)

## Contact us:

Majestic Market Research Support Services Ltd.  
160 A Prem Chaya Building,  
LBS Marg, besides Rock On boutique,  
Besides Taximan Colony, Kurla (West).

T: +91 2226540719

**Raj Sharma : +91 9322105830**

[info@mmrss.com](mailto:info@mmrss.com)