

Case Study

CATI for understanding CME' impact among its target Audience

Marketing Challenge:

One of the leading Pharmaceuticals wanted to get regular feedback on the usefulness of CMEs conducted by the client and level of satisfaction. They wanted to get the feedback on the speakers, content and information shared during the CMEs. They ultimately wanted to know the level of satisfaction with the logistics arrangement and understand doctors' expectations and areas of improvements.

MMRSS' Approach:

Computer Telephony Integration allows software to automate much of the interviewers work. Software handles complex branching, skips and response piping. Software automates hard/soft and/or interlocking quotas. Centralized data collection allows for greater control over interviewers and supervisors and higher control over quality. Software produces disposition reports at the end of every study allowing the researcher to determine incidence and non-response of refusal bias that may skew the data. Output files can be any flat-file format, ASCII, excel or SPSS labeled output as desired.

Interviews were conducted through "Computer Aided Telephonic Interview (CATI)" at with Doctors who attended client CMEs / symposia Delhi, Kolkata & Chennai at regular intervals within 2-3 days of the event.

The Results:

Client was provided regular feedback on the CMEs conducted by them that helped client to improve overall quality of CMEs conducted by them. The CME tracker also provided inputs on the topics to be covered under client's CME program.

Related readings:

1. [Attitudinal study of Diabetes' Patient](#)
2. [Patient's view on new Glucometer](#)

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

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

