

Case Study

Triple drug therapy in diabetes

Marketing Challenge:

One of the leading Pharmaceuticals wanted to understand the drivers of Triple drug Oral Hypoglycemic Agents (OHA) in treatment of Diabetes

Client's key requirements for success, growth options, and profitability associated with logical roll out and expansion scenarios.

MMRSS' Approach:

Majestic MRSS conducted a detailed analysis using two phased qualitative study:

- Phase 1 was in-depth interviews of diabetologists and consulting physicians in Delhi, Kolkatta, Chennai and Hyderabad. Challenge in Phase 1 was to understand an ideal patient profile for triple drug OHA and to recruit them for phase II FGD in order to validate their prescriptions for the OHA and identify 'Ideal Patient Profile'
- Phase II was focus group discussions with diabetologists and consulting physicians in Delhi, Kolkatta, Chennai and Hyderabad.

	Diabetologists	Consulting Physicians	Total		Diabetologists	Consulting Physicians	Total
Delhi	8	8	16	Delhi	1 FGD	1 FGD	2
Kolkatta	8	8	16	Kolkatta	1 FGD	1 FGD	2
Chennai	8	8	16	Chennai	1 FGD	1 FGD	2
Hyderabad	8	8	16	Hyderabad	1 FGD	1 FGD	2
Total	32	32	64	Total	4	4	8

The Results:

Due to Majestic MRSS in-depth analysis, Client could identify the prescription pattern in diabetic patients. Role and place of triple drug combination in treatment of diabetes were identified along with motivating factors and barriers to prescribe triple drug OHAs by diabetologists and consulting physicians. Various competitors for triple drug OHA were also mapped and hence competitive analysis was done.

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

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