

Bringing excellence in Market Research

Helping clients to improve performance

Abstract

One of the leading healthcare service providers approached us to conduct a market research study in order to measure the effects of a particular drug. This was to be done by means of a genetic test conducted with the help of DNA taken from a simple buccal swap.

The Challenge

Research2Systems worked on the data aspects of the project. We provided our immaculate data offerings pertaining to data quality & management, data tabulation and data coding. We also recommended our client the most suitable analytical techniques that can help their organization to succeed.

How we helped

We worked on the following three facets pertaining to our client's data:

1. Data Tabulation

We provided two sets of formatted excel tables to the client. One of the sets comprised of in-depth tables and the other set contained mean summary tables. Our analysts presented excellently formatted data files to make them ready for the end user.

2. Data coding

Our adept medical coders generated the exceptional code frame that was required for the project in question. Research2Systems performed the medical coding of the verbatim responses alongside the data tabulation process. The concluding coded responses were included in the formatted & final data tables that were created.

3. Data quality & management

Our data quality specialists made proper use of our exclusive tools in recognizing authentic as well as bogus survey responders to confirm that the results that are realized are not unfair. We also performed efficient data management procedures to ensure that the data responses attained are compliant with the stipulations mentioned in the questionnaire.

The Deliverable

In order to recommend the best analytical solutions to our client, we did extensive research and come up with the following three analytical techniques as effective recommendation to our client:

I. Cluster Analysis

By employing our cluster analysis offerings, we ascertained a 3-clusters solution for our client. With the help of this technique, we were in a better position to profile the target groups in a superior manner and also obtained a detailed perspective of each market segment.

II. Market Segmentation Analysis

Market Segmentation helped in assessing how the different target groups performed towards the specified drug. This technique also helped in conducting the medical test based on the various market segments that were identified, assisting our client to evaluate the effectiveness of the drug in a better manner.

III. Price Optimization Analysis

Various renowned models were deployed for conducting price optimization analysis, to detect the optimal and the most rewarding price band for the medical test.

Our healthcare market research deliverables were focused on aligning research with the objectives that our client intended to achieve. With our wide array of service offerings in this arena, we provided the best and the most appropriate healthcare solutions to our client.