

PHARMACEUTICAL



LABELS

- Project Name
- Objective
- Type Of Interview
- Respondent Title
- Geography
- Mode

- ICU Medication
- To gather opinions on ICU medication
- Anaesthesiologist, Cardiologist, Intensivists
- US
- Quantitative
- CATI

- Invasive Surgery
- To obtain an opinion from physicians who have experience in performing Invasive surgery and have the technical knowhow of surgical devices. The aim was to understand the decision making process of physicians when it comes to purchasing surgical supplies, instruments and drugs, etc
- Healthcare specialists in various domains such as Oncology, Haematology, Orthopaedic, urology, laparoscopy, endocrinology
- Canada, Brazil, Japan, UK
- Quantitative
- CATI

- Wellness Study
- To obtain the General Practitioner's opinion on the role it can play in helping general population maintain a healthy lifestyle. In addition, capture the key features of health programs being currently used or would like to be utilized for the same
- Physicians, HR Heads
- India
- Qualitative
- CATI

- Medical Devices Study
- To understand the opinion on the major suppliers of medical systems
- Oncologists, Radiologists, Cardiologists, Hospital C-level managers heads of ICU
- India
- Quantitative
- CATI