

Case Study

To understand diagnosis path and treatment for of Schizophrenic patients

Marketing Challenge:

A leading Healthcare MNC approached Majestic MRSS to understand diagnosis path and treatment for of Schizophrenic patients in Indonesia

MMRSS' Approach:

In Indonesia, we did Schizophrenic study at three major cities Jakarta, Surabaya and Bandung for a major drug manufacturer in USA who wanted to launch their product in these areas and understand how and when the bolts occur. The customer experiences were recorded at various access points by our experienced surveyors posing as a “real care takers”. Challenge faced at our end for this study was contacting psychiatrist to help recruitment of mystery caretakers. By using scenarios that are pre-agreed with our clients, they recorded the actions taken by staff using tailor made questionnaires. We also analyzed how best the medication can be marketed to physician.

Centers	Referring Cardiologist	Cardiac Surgeons	Cardiac Patients	Total
Mumbai	4	4	4	12
Delhi	4	4	4	12
Total	8	8	8	24

The Results:

This study provided insights into diagnosis pathway and patient's perspective on mental disorders, its acceptance and various associated myths.

Related readings:

1. [Global positioning and key message identification for a Pharmaceutical brand](#)
2. [Perception analysis of healthcare professionals](#)
3. [Attitudinal study of Diabetes' Patient](#)
4. [Patient's view on new Glucometer](#)
5. [CATI for understanding CME' impact among its target Audience](#)
6. [Triple drug therapy in diabetes](#)

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

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