



New Diabetes Product Formulation Testing

PROFILE

CLIENT TYPE

- medical device/imaging
- medical diagnostics
- medical IT/eHealth
- multi-national
- start-up

PROJECT CATEGORY

MARKET RESEARCH

- custom market analysis
- competitive intelligence
- partnering analysis

MARKET PLANNING

- opportunity analysis
- marketing mix analysis
- pricing optimization
- customer satisfaction

BUSINESS PLANNING

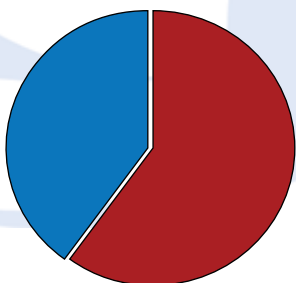
- concept testing
- business models
- business plans

MARKET

- USA/Canada
- Europe
- Asia

METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



BACKGROUND

A large pharmaceutical company, leader in type II diabetes treatment is looking for an alternative to generic. The market shares of generics for type II diabetes reaches up to 70% in France while it is already 80% in UK and Germany.

CHALLENGE

Identify the best suiting prototype over the three designed and the major communication orientations to follow. The scope of the study including patients and pharmacists in France, UK and Germany.

SOLUTION

TMTG conducted Focus groups with patients and pharmacists in medium and big size cities. Small rural areas (cities < 2,500 inhabitants) were covered by performing face to face in depth interview at patient homes and in drugstores. Role playing games were organized to test product characteristics, such as uptake ease, carrying ease, discretion and storage issues.

IMPACT

With the help of TMTG's findings,

- 1) Client was able to fully understand patients and pharmacists behaviours with regards to type II diabetes treatment.
- 2) Client could identify the best suiting prototype to launch, by comparing economic potential, relevant added value criteria, key success factors and communication orientations possible.



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