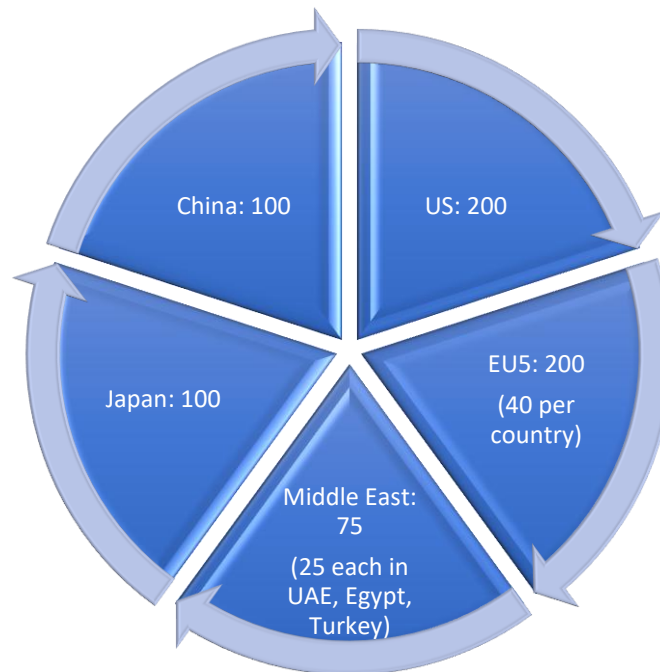


Project Name: Pain Medication Study

Background - Global Landscape Identification, the client – a leading producer of drug therapy solutions, needed to assess the competitive nature of pain injection medication across the US, EU5, China, EMEA and Japan. Having previously worked with a similar target audience Dynamic Fieldwork was more than adept at targeting and screening for the desired requirement of the client.

Target Markets & Completes

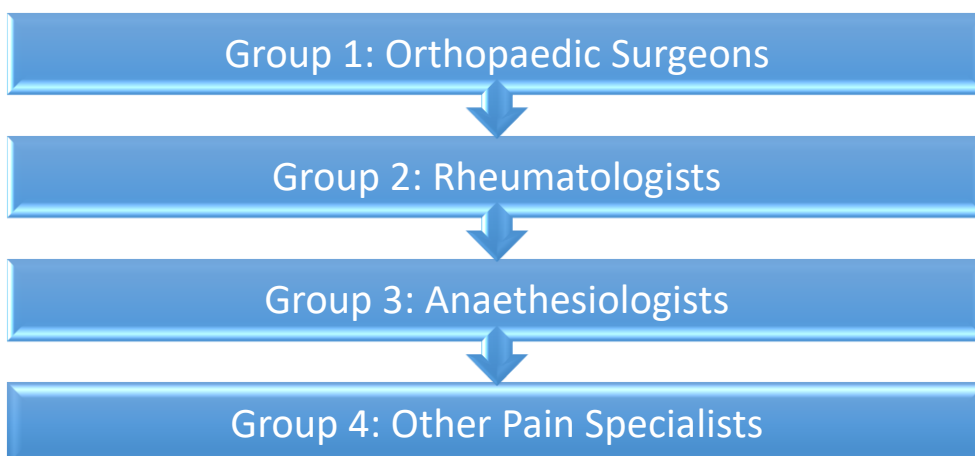


Quotas:

Public Hospitals 80% - with sub quotas split by bed size.

Private hospitals, Medical Centres 20%

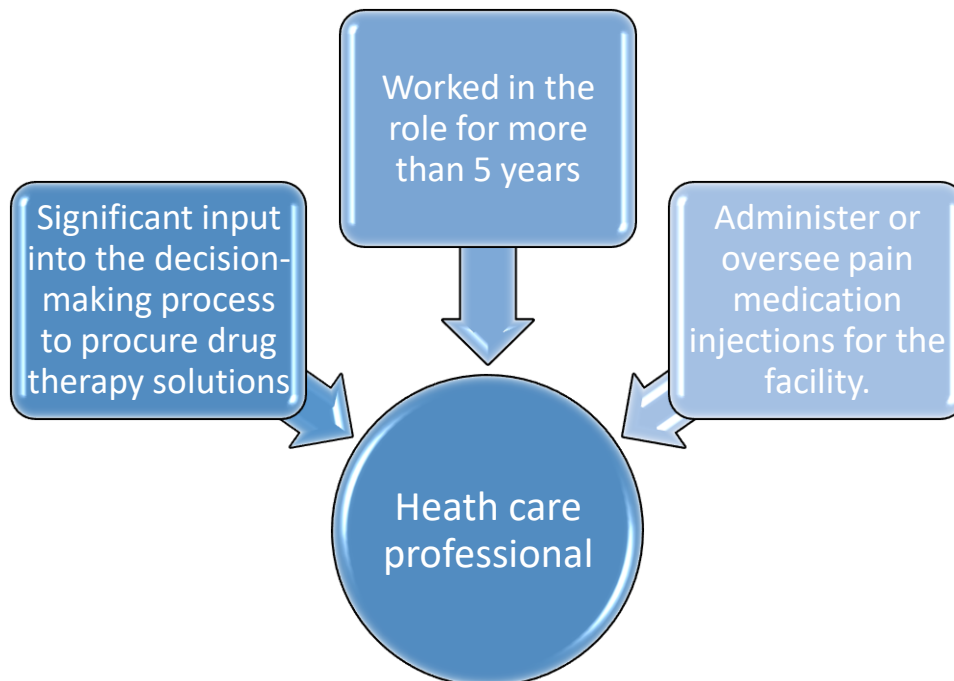
Target Audience:



Methodologies

- Online – (US, EU5, Japan)
- CAPI (Middle East & China)

Qualification Criteria: To qualify participants must possess all three of the following criteria:



Conclusion:

Dynamic Fieldwork quickly identified the need for mixed mode methodologies given some of the markets involved. They returned to key partners in some territories to adopt both an online and CAPI approach to ensure all target audiences were well represented while also cognisant of the tight reporting schedule our client required. The study was completed in a little over 5 weeks and the data allowed the client to garner a comprehensive understanding of the competition across the specified territories.