

# Understanding Perception Regarding a Particular Drug

For a Global Life Sciences Company

Improved CSAT ratings;  
Increased sales

Improved packaging,  
leading to lower costs

New marketing campaign  
to deliver the right  
message

## CLIENT CHALLENGES

- » To analyze physicians' and patients' perception about a particular drug
- » To identify the brand and generic name of a drug
- » To notice all the brands of an individual generics
- » To draft a code frame (codebook) from complex/unstructured raw data and their categorization

## OUR APPROACH

- » Conducted analysis on raw data and notified brands and generic names of all the brands
- » Identified all the brands of an individual generic drug
- » Created a well-organized and efficient code frame from unstructured raw verbatim with more appropriate categorization
- » Physicians' and patients' responses were analyzed by our highly skilled and knowledgeable pharma professionals and coded the Open End responses by assigning more appropriate codes

## IMPACT DELIVERED

- » A well-structured, explanatory and efficient code frame with high quality was delivered
- » Count of each code was provided along with code frequency in code frame
- » Delivered error-free coded data in a client-agreed format

### About Acuity Knowledge Partners

Acuity Knowledge Partners, formerly part of Moody's Corporation, is a leading provider of bespoke research, analytics, staffing and technology solutions to the financial services sector. Headquartered in London, Acuity Knowledge Partners has nearly two decades of transformation experience in servicing over 300 clients with a specialist workforce of over 2,500 analysts and delivery experts across its global delivery network.

We provide our clients with unique assistance not only to innovate, implement transformation programmes and increase operational efficiency, but also to manage costs and improve their top lines. These services are supported by our proprietary suite of Business Excellence and Automation Tools (BEAT) that offer domain-specific contextual technology.

Acuity Knowledge Partners is assisted by Equistone Partners Europe, a leading private equity organisation that backs specialist growth businesses and management teams.