

# Launching a product in a new indication

## 1 Client's problem:

- Our client was looking to launch a currently marketed drug in a new indication and wished to understand how best to impart the key information that would change physicians' perceptions of the drug so that they would use it in the new indication.
- The drug was to be launched globally and there was a need for a universal campaign that would take into account the needs of all markets.
- Ensure the findings reflect global and regional insights.

### Aequus Solution:

- Multi country/regional qualitative study with neurologists from early message development to creative concepts through to detail aid testing.

### What client did with the results:

- The client was able to proceed with a campaign meeting the needs of all markets.



*"I think Aequus are nimble, they understand what we are trying to achieve and are cost effective"*

Regional Business Intelligence Manager talks to Global New Products MR

## 2 Client's problem:

- Our client was looking to launch a currently marketed drug in a niche indication (estimated prevalence of 1%) and wished to understand the role of surgeons and dermatologists managing the condition and how they would react to a new product that would revolutionize treatment workload.

### Aequus Solution:

- Desk research to understand the incidence, prevalence and treatment practices of this niche indication in each of the countries of interest.
- Qualitative interviews with surgeons and physicians in each of the key markets to understand who would be responsible for treating patients with the condition using the product.

### What client did with the results:

- The results provided the client with a comprehensive market understanding as well as perspectives on the level of unmet need and the opportunity for a new indication.

*"Thanks for the great job you and your team did on this study. Based on this excellent work we will start the process to have Aequus added onto our preferred provider list as it's almost impossible to work with non-preferred agencies today"*

Senior Manager, Business Intelligence

# Market Understanding

## 1 Client's problem:

- The client was developing a novel treatment for Diabetes and wished to develop a lexicon of common terms for use amongst all stakeholders.

### Aequus Solution:

- A hybrid qualitative study entailing traditional IDIs and groups and additionally, comprehensive internet searches on current competitive products to help uncover what the company could 'own' in terms of Lexicon.
- The groups allowed for brainstorming, idea generation and debate, ensuring that all relevant language and terminology was obtained, and the commonality of its use and its meaning explored within the group environment.

### What client did with the results:

- Hybrid study design meant that the client was able to eliminate a potential additional phase of research and move straight to message development to support the launch campaign.

*"Many thanks for a quick turnaround on these minor revisions and the updated slides. And also for an excellent presentation of results"*

Manager Qualitative Methodologies and Research Operations

## 2 Client's problem:

- Our client was developing a new device for home monitoring of a common condition. This device would be the first home monitoring device for the condition and used modern technology in a different way. Our client needed to gauge interest from key stakeholders as well as direction for route to market.

### Aequus Solution:

- Multi stakeholder research incorporating mini-groups with patients (the ultimate end-user) and nurses (the people responsible for managing the patient) and in-depth interviews with GPs, Specialists and KOLs (responsible for prescribing the device).

### What client did with the results:

- Based on the feedback obtained our client was able to seek additional funding for development of the device.
- Understood and mitigated against the key barriers that needed to be overcome.

*"Thank you so much for the research. It will support us well as we continue to develop our device. We have a meeting today with Health Education England and we shall present your findings. We have also decided to put in for a further feasibility study with stakeholder research from Aequus as one of the main deliverables of the proposal."*

Commercial Director