**Study Ache EWN**

**Segment – Health care professional**

**Objectives-**

1) Understand current perceptions and behaviours towards recommendation of natural origin systemic products in the management of chronic pain among Orthopedicians

2) Concept test the two formulations

3) Reaction to CROCIN NATURAL launching either of these products

**Research Methodology-**

•Qualitative virtual interviews with doctors (ZOOM/Google Meet / MST)

•Interview duration= 30-35

•All interviews will be done in English

**Target group-**

• Orthopaedic surgeons in private practice

• Doctors with at least 5 years experience

• Prescribers of natural origin therapies

• Recommenders of Diclofenac 2% gel

• Recommenders of Iodex 1% gel (small quota)

• Doctors who have general orthopaedic practice apart from pure surgical practice. Exclude doctors who are purely focusing on surgical practice e.g. hip and knee

**Sample Size**

|  |  |  |  |
| --- | --- | --- | --- |
| Crocin Natural - | |  |  |
| Centre | Orthopaedic | Rheumatologist | Total |
| Mumbai | 9 | 1 | 10 |
| Chennai | 9 | 1 | 10 |
| Total | 18 | 2 | 20 |
|  |  |  |  |
| Iodex Ultra – | |  |  |
| Centre | Orthopaedic | Rheumatologist | Total |
| Mumbai | 9 | 1 | 10 |
| Chennai | 9 | 1 | 10 |
| Total | 18 | 2 | 20 |

Briefing Schedule:- 18th Jan 2023 at 4:00Pm

Fieldwork Start Date :- 19th Jan 2023

Closure Date :- 28th Jan 2023

**Allot an EIC for the fieldwork.**