|  |  |  |
| --- | --- | --- |
| **Description** | **TG** | **Approach** |
| Semi Quantitative study to understand HCP's Journey of Digital Media | Multispecialty | Quant with Open end questions |
| Diagnostic Module - Post Phase 1 | Multispecialty | Qualitative |
| **Module 1** | **To understand HCP's Journey of Digital Media** |
|  |  |
| **Key objective**  | **Journey of HCPs to understand different media platforms consumption and its relevance and influence**  |
|  |  |
| **Research Methodology** | **Quant with Opend ended questions** |
|  |  |
| **Key information areas** | **This will be finetuned post discussion with Abbott** |
|  | Different digital channels aware of |
|  | Digital channels use currently |
|  | Frequency of using each digital channel |
|  | Which digital channels consider relevant and find influential |
|  | Among DNP channels- Awareness and preference of DNP channels |
|  | Preference of 3rd party DNP channels vs preference of company owned DNP channels |
|  |   |
| **Sample size** |   |   |   |   |   |   |   |   |   |
|  | **Cities (can be discussed)** | **GP/ CP** | **Pedia** | **ENT** | **Ortho** | **Dentist** | **Gynea** | **Derma** | **Total** |
| **North** | Delhi | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| Chandigarh | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 24 |
| **East** | Kolkata | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| Patna | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 25 |
| **West** | Mumbai | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 19 |
| Ahmedabad | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 14 |
| Indore | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 20 |
| **South** | Chennai | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 20 |
| Hyderabad | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 14 |
| Bengaluru | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 18 |
|   | **All cities**  | **30** | **30** | **30** | **30** | **30** | **30** | **30** | **210** |
| **Length of interview**  | **Max 30 min**  |

|  |  |
| --- | --- |
| **Module 2** | **Diagnostic Module** |
|  |  |
| **Key objective**  | **To deep dive and understand the specific areas basis the findings of Module 1** |
|  |  |
| **Research Methodology** | **Qualitative**  |
| **Sample size** |   |   |   |   |   |   |   |   |   |
|  | Cities (can be discussed) | **GP/ CP** | **Pedia** | **ENT** | **Ortho** | **Dentist** | **Gynea** | **Derma** | **Total** |
| **1** | Delhi | 1 |   | 1 | 1 |   | 1 |   | **4** |
| **2** | Kolkata | 1 | 1 |   | 1 | 1 |   |   | **4** |
| **3** | Mumbai | 1 | 1 | 1 |   |   | 1 | 1 | **5** |
| **4** | Chennai | 1 |   |   | 1 | 1 | 1 | 1 | **5** |
| **5** | Hyderabad | 1 | 1 | 1 |   | 1 |   |   | **4** |
|  | **All cities**  | **5** | **3** | **3** | **3** | **3** | **3** | **2** | **22** |
| **Length of interview**  | **Max 45 min** |