|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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** | |