**Project Eureka Acute Brand.**

Hi! It’s a pleasure to share the early warning note for study “Project Eureka Acute Brand”. This study is Pharma in nature. Kindly refer to below mail and plan the resources accordingly.

* **Study Details**: -

Objective: To understand the brand awareness and usage of key brands

LOI: 25-30 mins

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| **Specialty** | **Centres** | **Sample** | **Total sample** |
| Gastro | Bangalore | 8 | 30 |
| Kolkata | 8 |
| Ahmedabad | 7 |
| Pune | 7 |
| Dentist | Lucknow | 12 | 50 |
| Chennai | 13 |
| Kolkata | 12 |
| Mumbai | 13 |
| Anesthetic | Varanasi | 6 | 30 |
| Patna | 8 |
| Chennai | 8 |
| Mumbai | 8 |
| Trauma Specialists | Varanasi | 6 | 30 |
| Patna | 8 |
| Chennai | 8 |
| Mumbai | 8 |
| Spine Surgeon | Delhi | 8 | 30 |
| Bangalore | 7 |
| Kolkata | 7 |
| Mumbai | 8 |

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| --- | --- |
| **Specialty** | **Sample size** |
| Gastro | 30 |
| Dentist | 50 |
| Anesthetic | 30 |
| Trauma Specialists | 30 |
| Spine Surgeon | 30 |
| Total doctors to be interviewed | 170 |

Kindly allot the EIC