**EWN**

**Project Falcon - Adult Flu Track**

**Research Objectives:**

Check baseline measure of KPIs - brand awareness, usage, brand image and message recall/ sales call effectiveness.

Gauge attitude of HCPs towards Influenza vaccination

**Research Approach**: Quantitative research methodology

**Screening criteria:** HCPs – Chest physicians/ Pulmonologist, CP/GP, Diabeto/Endo

**Experience:** Should have between 6- 25 years

**Practice Type** -Private solo practice or attached to private nursing home or hospital.

**LOI –** 30 Mins

**Yearly track.**

**Sample size:** 150 physicians

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Chest physician/ pulmonologist | Diabeto/ Endo | GP/CP | TOTAL |
| Sample | 50 | 50 | 50 | 150 |

|  |  |  |  |
| --- | --- | --- | --- |
|  | Vaccinators | Recommenders | TOTAL |
| Sample | 100 | 50 | 150 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Main interviews | Diabetologist/ | CP | Chest Physician/ Pulmonologist | TOTAL |
|  | Endocrinologist |  |  |  |
| Mumbai | 5 | 5 | 5 | 15 |
| Delhi | 5 | 5 | 5 | 15 |
| Kolkata | 5 | 5 | 5 | 15 |
| Bangalore | 5 | 5 | 5 | 15 |
| Chennai | 5 | 5 | 5 | 15 |
| Hyderabad | 5 | 5 | 5 | 15 |
| Pune | 5 | 5 | 5 | 15 |
| Lucknow | 5 | 5 | 5 | 15 |
| Chandigarh | 5 | 5 | 5 | 15 |
| Ahmedabad | 5 | 5 | 5 | 15 |
| TOTAL | 50 | 50 | 50 | 150 |

Briefing Schedule: - 22nd May 2023

Fieldwork Start Date:- 24th May 2023

**Allot an EIC for the fieldwork.**