|  |  |  |
| --- | --- | --- |
| Study Background/ Objectives | : | To understand physicians’ opinion, perceptions and feedback about the point-of-care devices |
| Methodology | : | Qualitative |
| Type of Service Required | : | Recruitment and Fieldwork |
| Target Respondent(s) | : | Diabetologist/ Endocrinologist and CPs |
| Sample Size/ Unit/ Volume | : | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **CITIES** | **HCPs** | | **POC DEVICE USERSHIP** | | **SUB-TOTAL** | **TOTAL** | | **DIAB/ENDO** | **CPs** | **POC USERS** | **POC NON-USERS** | | **DELHI** | **6** | **4** | **6** | **4** | **10** | **20** | | **BANGALORE** | **6** | **4** | **6** | **4** | **10** | | **JAIPUR** | **5** | **2** | **4** | **3** | **7** | **14** | | **AHMEDABAD** | **5** | **2** | **4** | **3** | **7** | | **NASIK OR MEERUT** | **4** | **2** | **4** | **2** | **6** | **12** | | **VIJAYWADA OR MADURAI** | **4** | **2** | **4** | **2** | **6** | |  | **30** | **16** | **28** | **18** | **46** | | |
| Length of Interview (LOI) | : | 60 minutes |
| Work Commencing Date | : | 25th September (Tentative) |

Quotas to be followed in the study are:

1. **MIX OF YOUNG AND EXPERIENCED DOCTORS**

Age (=<45 years): 50% (N=23)

Age (>45 years): 50% (N=23)

1. **KOLS & NON- KOLS**

KOLs: 20% (N=10)

Non- KOLs: 80% (N=36)

1. **POC USERSHIP**

**POC USERS: 60%**

* Using SMBG Device (Classified as A and B in Phase I at SMBG Cluster level)
* Using POC device in private practice (other than SMBG)

**POC USERS: 40%**

* Using SMBG Device (Classified as C in Phase I at SMBG cluster level)
* Not using POC device in private practice

1. **GENDER QUOTA IN METRO AND MINI-METRO EACH**

**MALES: 85%**

**FEMALES: 15%**