**Project Falcon Ped Flu.**

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

* **Study Details**: -

Centers: -Ahmedabad, Ludhiana, Mumbai, Delhi, Kolkata, Bangalore, Hyderabad, Chennai, Patna, Lucknow.

**Methodology :** Offline F2F

**Study Stages :**

* 1. Appointment through client provided database
* 2. Main interviews using CAPI

**LOI :** 30 Minutes

**IR :** 30%

**Number of Open Ends :** 5

**Expected Type of Interviewers :** Corporate interviewers (Fluent in English)

**Estimated FW Days :** 20 Days

**Target Group:**

* HCPs – Pediatricians
* Experience: Should have between 6- 25 years
* Practice Type -Private solo practice or attached to private nursing home or hospital.
* Doctors will be classified into segments-based database tagging and definition as shared by Client. These include Gold, Silver, Competition and Low user.

**Centers & Sample Size :**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **FW Centre** | **Gold** | **Silver** | **Competition** | **Low user** | **Total** |
| Ahmedabad | 4 | 4 | 4 | 4 | 16 |
| Ludhiana | 4 | 4 | 4 | 4 | 16 |
| Mumbai | 4 | 4 | 4 | 4 | 16 |
| Delhi | 4 | 4 | 4 | 4 | 16 |
| Kolkata | 4 | 4 | 4 | 4 | 16 |
| Bangalore | 4 | 4 | 4 | 4 | 16 |
| Hyderabad | 4 | 4 | 4 | 4 | 16 |
| Chennai | 4 | 4 | 4 | 4 | 16 |
| Patna | 4 | 4 | 4 | 4 | 16 |
| Lucknow | 4 | 4 | 4 | 4 | 16 |
| **TOTAL** | **40** | **40** | **40** | **40** | **160** |

**Briefing Schedule:** - Will update

**Fieldwork Launch:** - Will update

**Fieldwork Closer:** - 3rd May 2023

**Allot an EIC for the fieldwork.**