

**Case Study:  
Directed Discovery  
Concept Evaluation**

**Pharmaceuticals Market**



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**Boundless Discovery<sup>SM</sup>**

## Background

- Client was exploring opportunities within a specialty product market.
- Client was interested in understanding if there was a consumer pull-through opportunity.
- Client asked AllPoints Research to conduct qualitative research that would help management assess the opportunity within the consumer marketplace for its potential new product.

## Objectives

- The primary objective was to provide a qualitative platform for the client to understand the consumer pull-through opportunity.
- Client wanted to explore the following:
  - What was the level of awareness and understanding for the product?
  - What were consumers' key reasons for accepting or declining the product?
  - What kind of call-to-action would be most effective for consumer pull-through for market development and/or brand preference?

## Methodology

- Qualitative research was accomplished through web-enabled in-depth telephone interviews with 30 consumers.
- Why use web-enabled in-depth telephone interviews? IDIs:
  - Were convenient for the respondents, encouraging participation by a more diverse population
  - Allowed for geographic disbursement of respondents
  - Provided for greater respondent anonymity
  - Permitted the client to monitor the sessions from any location
- The IDIs had the following screening criteria:
  - Seen a specialist at least once a year
  - Free of high blood pressure, bone loss, high cholesterol, diabetes, or cancer
  - Age 25 to 65
  - Household income of \$75,000 or more



## Summary of Findings

Survey Findings	Actions to be Taken
<ul style="list-style-type: none"><li>• Most participants are aware of the product and viewed it as a superior technology; however, awareness of companies offering similar products was negligible.</li><li>• Consumers indicated the inclusion of marketing messages describing the product as innovative and superior would improve call-to-action. However, cost and safety were significant barriers to entry.</li></ul>	<ul style="list-style-type: none"><li>• Client developed advertisements that would inform and educate consumers about the client's product and increase awareness.</li><li>• Sales representatives emphasized the product's advantages to add value to the product.</li></ul>
<ul style="list-style-type: none"><li>• Almost all of the consumers indicated they would speak about the product with their specialist after reading the white paper highlighting the benefits of the product.</li></ul>	<ul style="list-style-type: none"><li>• Client used the white paper to successfully market the product in an advertorial format.</li></ul>

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