



QUALITATIVE MARKET RESEARCH

SEAMLESS ALIGNMENT WITH OUR CI & CONSULTING SERVICES

Learn more with Vyuhpharma

➔ *Key messaging & promotions*

➔ *Launch strategy*

➔ *HCP/Patient programs*

➔ *Sales force structure*

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NEEDS AND REQUIREMENTS

- Review existing knowledge
- Interview key internal stakeholders
- Scan of secondary sources

PREPARE AND PLAN

- Decide on size & targets
- Prepare screener
- Create interview guide & visual stimuli

REFINE AND MODIFY

- Fine-tune recruitment strategy
- Start pilot interviews
- Assess responses

SPEED AND EXECUTION

- Moderate and transcribe
- Complete interviews
- Collate data

ANALYSIS AND DELIVERY

- Create a narrative from the raw data
- Compare with internal knowledge and CI
- C-suite ready graphical presentation

Web-assisted TDIs

Successful quals in the U.S., Europe, Asia, Latam, and Africa involving HCPs and pharma executives

180+ Conferences **200+** Landscapes **190+** Deepdives **60+** Ad-hocs

We are an ISO 27001 & ISO 9001 certified strategic consulting & business intelligence partner for biopharmaceutical, healthcare & medtech companies, specializing in conferences, landscapes, deepdives & ad-hocs in various therapeutic areas

Why Vyuhpharma?

- Actionable Insights
- High confidence
- Experienced team
- 24x7 support



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