

RESEARCH IN THE HEALTHCARE SECTOR

AREA OF STUDY

- Development and launch of medical devices and diagnosis material
- Development and launch of new services to improve patients' life
- Pricing and reimbursement strategies: launch price strategies for drugs and medical devices
- Development of drugs sold on prescription and OTC
- General environment and health policy (environmental study)
- Observational communication studies
- Studies on market access landscape for community and hospital based drugs

Project management: In-depth interviews



METHODOLOGIES

- In-depth face to face interviews, Capi and Papi
- In-depth telephone interviews
- Cati interviews
- Self-completed questionnaire
- Semiology and language analysis
- Ethnography Study
- Mystery shopping
- Focus groups

TARGET

- Physicians (office-based and hospital-based) and GPs
- Pharmacists

- Nurses
- Surgeons
- Patients, caregivers and consumers
- Opinion leaders
- Payors or payors advising KOLs
- Hospital managers and technicians

English and Italian speaking respondents

DELIVERABLE

Digital audio and video recordings; content analysis including key learning, information for strategies, planning and creation of roadmaps; Italian and English scripts; Excel database with closed and open questions; fieldwork updates.

RESOURCES

- **Computerized workstations** for telephone interviews carried out with CATI methodology;
- Network of trained **professional interviewers** located all over the country;
- **Equip of consultants** specialized in the conduction of motivational interviews in the healthcare sector;
- Reliable and high-quality facilities to market research companies and bodies in the main Italian cities, **Milan, Rome, Florence, Verona, Naples, Bari**;
- Experienced in consulting services and acting as a **CRO (Contract Research Organization)** planning and carrying out international projects based in public hospitals;
- Experienced in dealing with Ethical Committees within public hospitals for healthcare projects;
- **Spanish and English** mother tongue researchers among our team to best communicate and support our clients and partners in Europe and Worldwide;
- Simultaneous translators;
- Wide **databases** of hospitals, physicians (GPs or specialists), pharmacists and opinion leaders organized by research keys including specialty, years of practice, numbers of patients treated, geographical area;
- We operate both as Italian partner in international studies co-ordinated by leading market research companies, and as structure responsible for the co-ordination of international researches commissioned to Camargo Research by Italian and foreign Clients.



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