

Strategic study in IPF



The Challenge

An initial market assessment of Idiopathic pulmonary fibrosis. IPF is a rare & lethal disease with initial symptoms mimicking other conditions resulting into time of diagnosis of 2+ years in 60% of patients. Our client, a global pharmaceutical company wanted to learn the IPF patient journey, experts' sophistication & current treatment options in Greece



Approach

Due to IPF's nature, number of physicians dealing with IPF comprises of few experts, thus the challenge was to provide as flexible as possible approach while ensuring the coverage of the majority of experts. Combination of personal & telephone in depth interviews was deemed necessary. Qualitative data was enriched with quantitative data collection so as to estimate patient volume & current therapeutic options in our country.

Outcome

Analyses lead to guidelines that helped our client build a launching strategy for their drug considering past & future framework of IPF as well as expert's typologies & sophistication with IPF. Quantitative data on "census" level, helped to set realistic objectives while considering total market potential.



		
14 experts interviewed	Face to face & Telephone in-depth interviews	Self Completion Questionnaire