

Brand Perception Series: Physician Segmentation

Identifying Key Market Segments to Uncover Targeted Opportunities for Current Brands and Emerging Agents

As therapeutic markets become saturated with brand and generic competitors, marketers of emerging agents are increasingly challenged to formulate effective product differentiation and positioning strategies. Market researchers, marketers and brand teams with limited budgets are unable to perform a comprehensive analysis that includes every brand, with the level of granularity and robustness needed to craft a strategy that will target the most receptive physicians.

In response to this market need, Decision Resources created the Brand Perception Series: Physician Segmentation, a multi-client service that identifies and characterizes key segments of physicians based on how physicians choose brands. This series offers teams a fresh look at a competitive market by quantitatively analyzing physicians' perception of current and emerging brands through the lens of unique physician profiles that are based on a combination of demographic, practice-based and behavioral characteristics.

Analyst insight and analysis builds on Decision Resources' therapeutic expertise and informs clients of the reasons underlying current and emerging product perceptions across key segments. The findings are driven by extensive primary research and offer clients an unbiased, comprehensive and cost-effective solution to understanding and sizing opportunity in the competitive brand landscape.

The Brand Perception Series: Physician Segmentation will help you:

- Identify key market segments for current and emerging brands
- Understand physician perception of current and emerging brands through the lens of unique physician profiles that are based on a combination of demographic, practice-based and behavioral characteristics
- Build on Decision Resources' therapeutic expertise and inform clients of the reasons underlying current and emerging product perceptions across key segments
- Offer clients an unbiased, comprehensive and cost-effective solution to understanding and sizing opportunity in the competitive brand landscape

Key Benefits

- Identify key market segments for current and emerging brands
- Understand physician perception of current and emerging brands through the lens of unique physician profiles that are based on a combination of demographic, practice-based and behavioral characteristics
- Build on Decision Resources' therapeutic expertise and inform clients of the reasons underlying current and emerging product perceptions across key segments
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Key Users

- Market researchers
- Marketers
- Brand teams



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