



## Primary Healthcare Market Research Fieldwork Partners

-Asia Pacific, Middle East & South African region

### Introduction

1Lotus Market Research is an independent market research fieldwork agency, assisting Fieldwork partners and Clients with headquarters in Mumbai, India.

We are a team of experienced market research professionals - practitioners of high degree of innovation, actionable solutions in tactical and strategic market research fieldwork at Asia Pacific and Middle East countries

### Multi Country - Primary Market Research Fieldwork

We at 1Lotus market research have designed our internal teams to provide trainings, guidance to support other team members when they carry out multi-country, primary healthcare, B2B or any non healthcare market research. Research in the healthcare and pharmaceuticals sectors; take up a large part of our fieldwork assignments.

### **Primary Healthcare Research Fieldwork:**

1Lotus Research carries out research into healthcare, pharmaceutical and medical markets covering various segments, areas and target audiences. We conduct healthcare research fieldwork amongst patients, patient caretakers, physicians and other healthcare professionals, pharmacists, purchase decision makes (large, mid and small hospital, hospital/clinics ), managers and key opinion leaders(KOL). In order to provide high quality services in the field of healthcare research, we liaise and cooperate with medical professionals, advisors and apply strict ethical rules and data protection policies in fieldwork.

### **Areas of Healthcare research covered:**

- ] OTC / Rx markets / Concepts/ Products under development / Medical devices
- ] Patients' opinions and usage habits
- ] Physicians' therapy and prescription habits in-clinic
- ] Chemists / Pharmacists' recommendations
- ] Satisfaction studies (e.g. cooperation with medical representatives)
- ] Name, packaging and commercial concept testing
- ] Research into pricing, reimbursement schemes and Payers
- ] Pre & Post market launch studies.

### **Healthcare Moderators Experiences:**

Our in-house as well free lanced pool of moderators (with whom we have continuously worked and have proven track records with us), facilitators and physicians who assist on healthcare fieldwork have extensive healthcare experience and segment knowledge that helps them key in on respondents' attributes, attitudes, perception factors and feelings regardless of what language they speak. At 1Lotus, we make sure that, we have simultaneous translations in English so that we get a better advantage to avoid local accent or dialect issues, transcripts OR analysis

Each moderator has experiences and hands on experiences on hundreds of offline as well as online focus groups and interviews face-to-face, over the phone and on the Internet, via web CATI. Their experiences are widely spread across segments, viz. physicians, patients, care takers, KOL's, purchase decision makers/managers, etc. Typically their experiences include medical/pharmaceuticals, medical devices, hospital setup/systems and an extensive range of medical specialties.

### **Fieldwork Coverage:**

1Lotus Research conducts primary healthcare and non healthcare across Asia Pacific and MENA Region - viz. In Asia Pacific : India, Singapore, Hong Kong, Malaysia, Japan, Thailand, Indonesia, Vietnam, Philippines, South Korea, Australia and Sri Lanka and In Middle East Region : Algeria, Oman, Bahrain, Kuwait, Qatar, Turkey, Egypt, Lebanon, Saudi Arabia, Iran, Morocco, South Africa, United Arab Emirates, Israel, Yemen, Jordan and in South Arica: Sudan, Zambia, Kenya, Namibia, Nigeria, Tanzania and Uganda

### **For further assistance:**

For more information regarding our multi country market research fieldwork capabilities, please feel free to visit [www.1lotusresearch.com](http://www.1lotusresearch.com) OR drop a line to [info@1lotusresearch.com](mailto:info@1lotusresearch.com)

### 1Lotus Marketing Research Services

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