

Case Example: Statistical Measurement – Usage by Indication Analysis

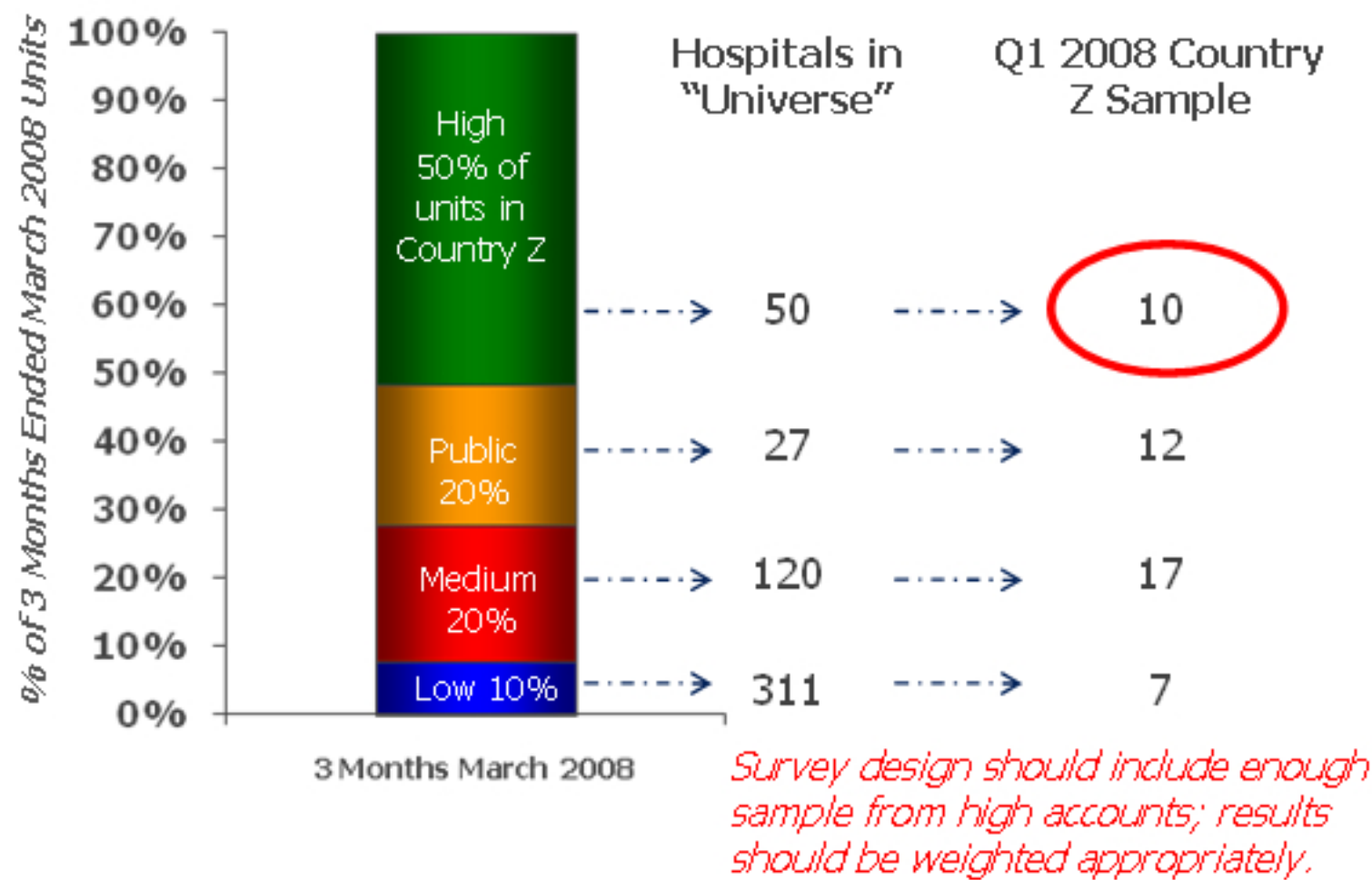
Situation

- A large global pharmaceutical company that owns a biologic therapy used to treat numerous autoimmune diseases found it very difficult to measure the usage of its product across multiple indications in the G5 countries.

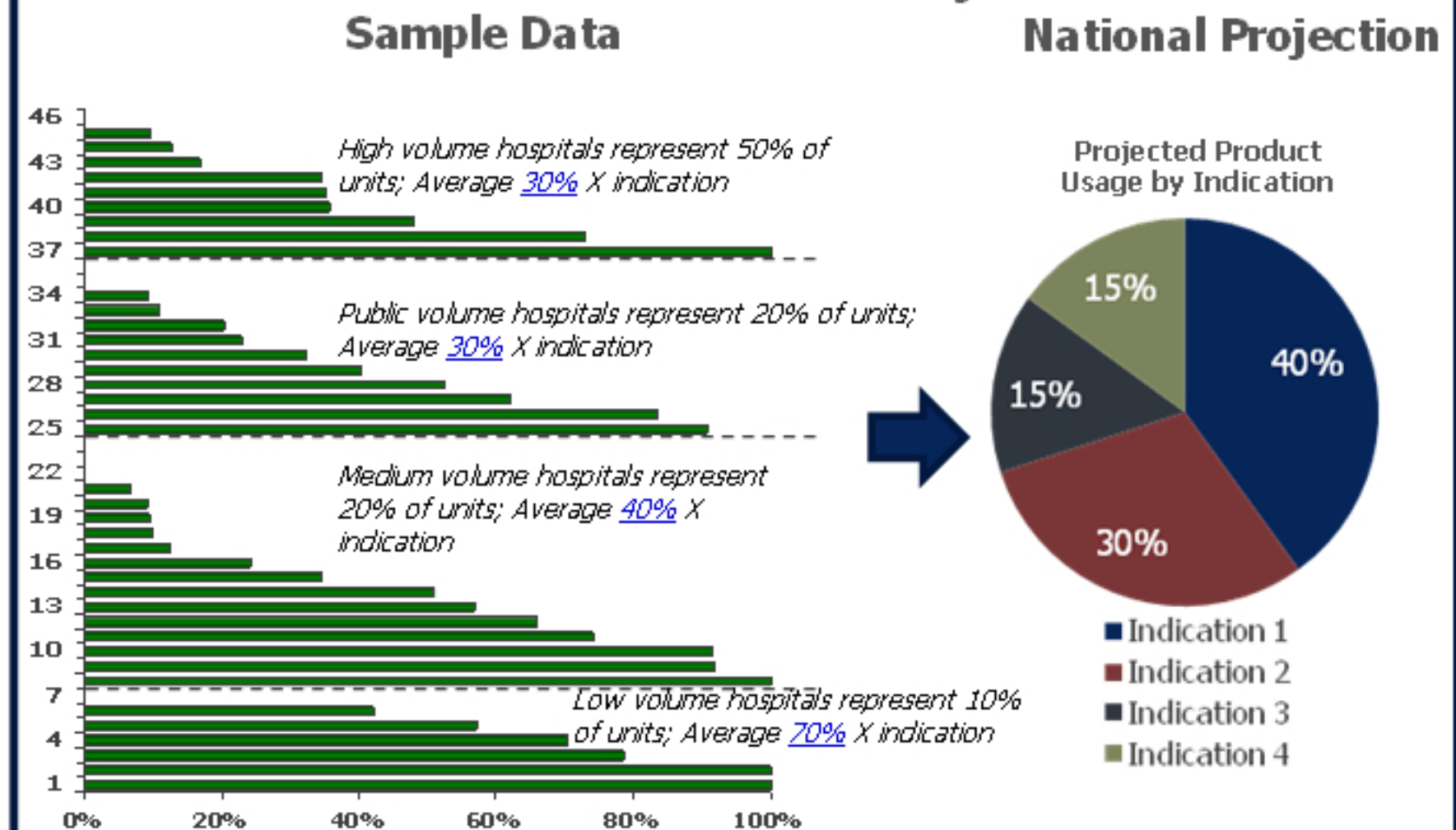
Approach

- Trinity developed a methodology for measuring sales volume by indication using innovative primary market research techniques in each of the G5 countries. Trinity tailored the primary market research design [appropriate sample size, target audience, and account stratification] to the unique market conditions in each of the G5 countries. Each quarter, Trinity analyzes the raw survey data and uses statistical methodologies to project the product usage by indication to a national level.

Survey Design



Statistical Projection



Result

- The client is able to measure product usage by indication across the different G5 countries on a quarterly basis. The usage by indication information is used to determine appropriate resource allocation and is a vital component to the company's strategic planning process.