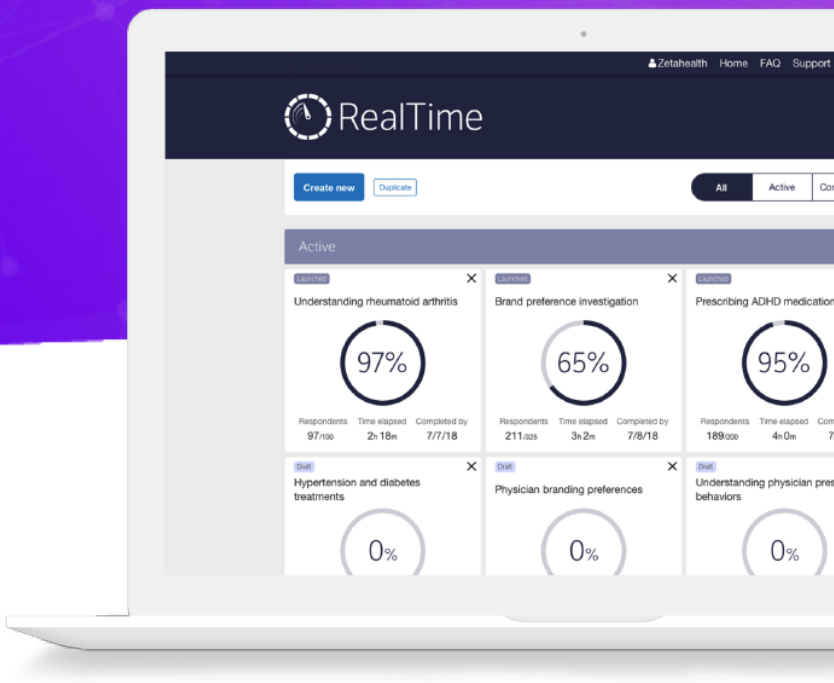
sermo

REALTIME CASE STUDY

# US pharmaceutical company utilized RealTime to assess physician perceptions of potential label updates.




## Challenge

A leading pharmaceutical company needed to quickly gather physician feedback on potential label indication updates for a cholesterol-lowering drug to help shape their go-to-market plan.

## Solution

Launch a 10 question RealTime survey targeted to US cardiologists to better understand:

- Methods by which physicians currently learn about label updates.
- How the updated label indications would impact their likelihood to prescribe the drug.
- What components of the indications have the greatest impact on prescribing behavior

## Results

Survey completed fielding in just **3 hours & 50 minutes**

Collected **204 survey completes**

Reached **102%** of the 200 completes quota

As the world's easiest rapid HCP survey tool, RealTime allows you to gain access to the data you need to inform strategic business decisions in a matter of hours.

Contact us as at sermoinfo@sermo.com to get started.