

Healthcare Research

SRGB Healthcare Research Division is a specialized cell, set up for catering specifically to Pharma/OTC clients. The division comprises members having pharma/marketing backgrounds for contextual familiarity. An international pool of consultants, with vast years of experience in conducting studies related to the healthcare field, also provides inputs and support to the projects handled by the team.

The team works in close co-ordination with pharmaceutical/OTC companies on the following product categories:

- Antacids/H2RAs/PPIs
- Cough/Cold preparations
- Antibiotics/Antifungals
- Analgesics/Antipyretics
- Insulins/OHAs
- Contraceptives
- Antihypertensives
- Anxiolytics/Antidepressants
- Tonics/Vitamin Supplements

The team is experienced in handling various types of studies ranging from those related to products/brands to corporate studies. These include:

- Usage and Attitudes Study
- Brand Tracking
- New product/Concept Test
- Market sizing and volume estimation
- Positioning/Segmentation Studies
- Pricing Studies
- Communication Testing
- Rx to OTC Switch Evaluation
- Customer/Employee Satisfaction Studies
- Corporate Image Research
- Prescription Tracking Research/Audit
- Feasibility Studies to set-up Hospital/Diagnostic Labs, etc.

For any enquiries or any further details:



**Centre For Research &
Management Consulting
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