

Developing a Global Communications Strategy for a Novel Vaccine: Leveraging **QUESTRILL®** to Facilitate Qualitative Analysis

In order to develop and refine a communication strategy prior to a major pharmaceutical company's launch of a novel vaccine, Observant LLC consultants were retained to conduct a program of pre-launch qualitative research to inform key business decisions. Research efforts ranged from assessing the degree to which physicians understood the causal virus and identifying optimal information sources and channels for relevant information, through to identifying powerful design elements for patient and physician visual aid materials.

The complex design of this program of research posed multiple data manipulation challenges. For example, one phase of the design called for the completion of more than 300 in-depth qualitative interviews in several countries in North America, Europe, and Asia, and to deliver final analytic reports in a very short period of time. Due to constraints of the timetable, a portion of the physician and consumer interviews had to be conducted in parallel within each country. Given the overlap of interviews and client needs to observe each interview, a large team of moderators, simultaneous translators, and Observant LLC consultants was needed. To do this efficiently, we utilized **QUESTRILL®** (patent pending), a proprietary internet-based qualitative data importation, storage, and analysis application. This system was developed by Observant LLC to allow multiple users in real time to enter and integrate data from qualitative interviews rapidly with minimal burden on researchers in the field. These data can then be coded and queried to elucidate trends as the research unfolds to more quickly gain insights.

Observant LLC consultants provided strategic recommendations which gave the end client the tools necessary to develop a global communication strategy for the product. For example:

- Recommendations helped craft language for physician and consumer education and physician messaging
- Findings underscored subtle differences between countries that allowed local client affiliates in each country to tailor their marketing strategies to their particular market
- Observant's insights were used to develop materials to aid in necessary pre-launch market development to ensure a successful product launch

For more information about Observant LLC's capabilities in the anti-infective and vaccine markets, or our software systems, please contact us at info@observant.biz.

