

CASE STUDY

Client was facing challenges related to the market access of their pain management portfolio.

The Challenge

- Client wanted to identify physicians'/patients' perceptions about the safety, efficacy and usage of their drugs, which could be responsible for the market access challenge.
- Client requested SIRO to identify the physicians'/patients' perceptions affecting prescription. Also, to determine the evidence base of these perceptions and refute the practices that are not evidence-based.

SIRO Solution

We proposed two step solution to the client.

Step 1

- SIRO team designed a protocol for the systematic literature review to identify the physicians'/patients' perceptions.
- Team conducted the systematic literature review; analyzed the data and prepared a report.
- Proposed a next step to refute the practices that are not evidence based.

Step 1

- Conducted a meta-analysis to synthesize evidence to refute the practices that are not evidence based.
- SIRO worked on consensus guidelines where we included key opinion leaders to establish practices regarding proper usage of client's products.

Key Takeaways

- Client appreciated our work and decided to increase the scope of work. We received another similar request from the client.