

Case study | Medtech

Facial injectables and the patient perception

01

Challenge

Determine patient /end consumer perceptions and behaviours related to procedures and products for facial injectables, such as botox and dermal fillers in the U.S.

The client was seeking to:

- Assess brand penetration and familiarity of the client's product and its competitors, including measuring brand perception in the context of specific product attributes
- Quantify customer loyalty for key brands in the market and track brand performance across specific product, service, and company attributes
- Understand the key factors driving patients to undergo facial injectable procedures

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Solution



Approach

- Primary research through online surveys, employing stratified random sampling techniques to collect unbiased quantitative data
- Additional primary research using physician and administrator telephone surveys to expand on raw data with key consumer insights
- Proprietary and industry-standard metrics and analytical tools to evaluate dynamics of brand awareness, perception attributes and loyalty metrics



Key findings

- Patients have a strong influence on the key products that physicians purchase for elective aesthetic procedures; however, within the facial injectables market, only a few brands enjoy strong brand recognition
- Patients who are aged 31- 50 and have either a high or low household income are ideal target customers for manufacturers. Patients under 30, however represent a growing segment that is interested in preventative procedures
- Half of all patients would prefer if their physician provided them with treatment options and gave them the ability to decide which product to use

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Outcome

The client was provided with data-backed brand awareness, usage, and loyalty insights, including brand performance by segment on selected attributes; this data was used by the client to focus sales strategies.

30yrs

old and under represent a growing segment that is interested in preventative procedure.

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