

## Comprehensive Data Gathering

*After extensively searching for a company that could handle a comprehensive 30 minute, multiple question, IVR physician survey, this large research company chose Wessan Interactive to provide data for their service and support program.*

### **OBJECTIVE:**

#### **Identify Physicians and Treatments**

A primary market research company, working with a large biopharmaceutical organization, wanted to gather awareness levels and preferred treatments from physicians who cared for pulmonary arterial hypertension (PAH) patients.

They turned to Wessan Interactive to help develop an extensive, interactive survey that was both cost-effective and user-friendly.

### **SOLUTION:**

#### **30 Minute / 44 Question Survey**

Wessan Interactive developed a 44 question survey that took approximately 30 minutes to complete.

The survey determined which physicians were treating PAH, their preferred PAH treatments, awareness levels of various pharmaceuticals used to treat PAH and questions to gauge physicians' treatment preferences.

### **RESULTS:**

#### **Robust Service and Support Program**

The Wessan IVR solution generated a portion of the data which was used to build an entire service and support program for this particular PAH treatment.

Wessan is proud to have been involved with this project and prides itself on providing reliable, comprehensive information.

800-468-7800 or visit [wessan.com](http://wessan.com)  
for more information.

Wessan Interactive. All Rights Reserved.



case study