

Case Study and Report



Case Study : Cardiologists Perception Study for a New Cardiac Stent

Objective

- To explore cardiologists awareness, perception, and adoption intent of a new-generation cardiac stent.
- To benchmark competitor brands and understand factors influencing product choice.



Sample: 120 interventional cardiologists across India, Germany, and the US.

- 45-minute CATI (Computer-Assisted Telephone Interviewing) survey.
- In-depth interviews with KOLs (Key Opinion Leaders) for detailed qualitative feedback.
- Stimulus testing with product features vs competitor stents.

Approach

- Verified respondent database from professional medical associations.
- Screening included minimum 5 years of practice & 20+ stent procedures per month.
- Call recordings audited for 20% of interviews.
- Structured coding of open-ended responses to avoid interpretation bias.

Quality Control

- Cardiologists rated ease of deployment and post-surgery outcomes as top deciding factors.
- 62% indicated willingness to try the new stent within 12 months if supported with clinical trial data.
- Recommendations included hospital partnership programs, KOL advocacy, and evidence-based marketing.

Outcome

Get in Touch



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