



Scope Of Work



Objective

- ❑ Explore the experiences of **patients living with obesity in seeking treatment**, including **their treatment goals**, approaches, available options, as well as the drivers and obstacles they encounter.
- ❑ **Understand the various management modalities** for obesity and analyze doctors' prescribing habits **based on real-life experiences**.
- ❑ **Assess the perceptions** of different brands, identifying their strengths, weaknesses, patient profiles, brand positioning, and marketing messages.
- ❑ Identify opportunities **to develop a strategy for leveraging brand X to maximize the brand's market share**.

Methodology & Target

- ❑ Qualitative interviews (**Focus Groups**) with **IM and female patients living with obesity**.

Geography

- ❑ **Egypt (Cairo)**

Results

- ❑ Exploring the experiences of patients living obesity **revealed key insights into their treatment goals, approaches, available options, and the challenges they face**.
- ❑ **Analysis of obesity management modalities and doctors' prescribing habits highlighted real-life practices. Brand perception assessments identified strengths, weaknesses, patient profiles, brand positioning, and marketing messages of various brands.**
- ❑ **Opportunities for leveraging brand X were identified, suggesting strategies to enhance market share.**
- ❑ These findings highlight **the importance of tailored strategies to improve patient care and market presence**.