



Scope Of Work



■ Objective

To gain **a comprehensive understanding** of the **schizophrenia market** by analyzing patient and physician profiles, **perceptions**, and **treatment compliance**. This includes **evaluating awareness** and **preferences** regarding **current treatment options**, identifying key factors influencing treatment choice, and **exploring attitudes towards Long-Acting Injectables (LAIs)**. The goal is **to uncover drivers** and barriers to (LAIs) acceptance, **ultimately capturing opportunities** to develop a **strategic patient engagement approach** for X brand to maximize its market share.

■ Methodology & Target

Qualitative Arm: Class A Psychiatrist (2 Mini Focus Groups).

Quantitative Arm: Class A Care Givers (30 Face to Face Interviews).

■ Geography

Egypt (Cairo).

■ Results

Understanding the perspectives of both patients and physicians in **the schizophrenia market provided key insights into their profiles, treatment perceptions, and compliance behaviors**. The evaluation of current treatment awareness and **preferences, alongside the factors influencing treatment choices**, offered a clear picture of real-world practices. Analysis of attitudes towards Long-Acting Injectables (LAIs) revealed critical drivers and barriers to their acceptance. **Opportunities for enhancing brand X patient engagement strategy were identified**, suggesting approaches to maximize market share. **These findings help to targeted strategies to strengthen patient engagement** and market leadership.