



Hormonal Portfolio Management in Saudi Arabia

Scope Of Work



■ Objective

To profile breast cancer patients and compare management practices and brand perceptions between Oncologists and Gynecologists.

Goals: Patient Profiling: **Identify demographic structure, socioeconomic status, and staging of breast cancer patients.** Understand physician actions and adherence to guidelines. **Brand Perception:** Assess perceptions of brands used in breast cancer treatment. Oncologists vs. Gynecologists: **Compare patient profiles and practices for Endometriosis, Fibroid, and Infertility. Evaluate ease of rep visits and awareness/use of product X among Gynecologists and Oncologists.**

■ Methodology & Target

Qualitative interviews (**Focus Groups**) with the **Oncologists and Gynecologists.**

■ Geography

Saudi Arabia

■ Results

Profiling breast cancer patients **provided insights into demographics, socioeconomic status, and cancer staging. Analysis of physician actions highlighted adherence** to treatment guidelines. **Brand perception assessment revealed strengths and weaknesses** of products used in breast cancer treatment. **Comparing Oncologists and Gynecologists showed differences in patient management for Endometriosis, Fibroid, and Infertility.** Additionally, **evaluating the ease of rep visits and awareness of product X** among specialists emphasized the need for targeted strategies to improve brand perception and usage. These findings **highlight the importance of tailored approaches to optimize patient care and market presence.**