

# Product War Games (Pros and Cons)



## Project description

The project involved examining the **current product status quo** of a drug offered to hospitals by **Bristol-Myers Squibb** based on a qualitative survey of doctors. Special attention was given to the expanded approval for the drug, which is expected in the near future.

## Objective

The **objective of the survey** was to gain solid insights into the therapeutic approaches of senior hospital physicians for the relevant indications. In addition, the **pros and cons** of the primary medications for these indications were to be examined using the Product War Games method.

## Method of questioning

We chose the **Product War Games** (pro and contra arguments) method based on two-hour **group discussions**. The advantage of this method of questioning was that it resulted in a decision-making process that closely mirrors reality using the “**simulated competitive situation**” for doctors. This method is characterized by different **interactive components** in the discussions, such as a **small group work** with 3 to 4 doctors each, who are assigned the task of developing pro and contra arguments about the chosen drugs and then **discuss** them together as a group **afterwards**. Supported **evaluation** of new **units of information** through the use of **short questionnaires** is another component of this method.

We conducted a total of five **group discussions**, each with 10 to 12 senior hospital physicians (hospital department heads and senior staff members). With the doctors' permission, the group discussion was broadcast live to an adjoining room, which gave the client the opportunity to observe the discussion and create their own impression of the doctors' opinions and thought processes.

## Evaluation process

The results are evaluated using various **qualitative project modules**:

- ◆ **Video recording**
- ◆ **Documentation of the small group using the flip chart pages created by the doctors**
- ◆ **Assessment of new product-related information using questionnaires.**

## Results

Analysis of the study provided the client with concrete results about the status quo of the **current therapy** in the hospital for the relevant indication. Based on the **pros and cons** worked out by the doctors about the **different drugs** they prefer to use, we were able to optimize the arguments for the product's expanded approval. In addition, the prepared **product-related expert claims** were discussed in detail with the doctors as part of the project and the results of the evaluation were taken into consideration. The results of the survey also showed which of the product's **informational focal points** are considered important by senior hospital physicians.

We would like to thank the market research division of **Bristol-Myers Squibb** for the helpful collaboration on this project and for allowing us to describe this example of **IMIG's** Product War Games Method here.

## IMIG

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