

Discovering Insights that Inspire

Market Advantage

Marketing Research & Consultancy
Middle East & Africa



Who We Are



A market research agency with expertise in Qualitative and Quantitative studies.

Experience in different healthcare specialties , disease areas , patient profiles, and patient journey.

Delivering valuable insights to help clients make informed business decisions.



Why Market Advantage

About Market Advantage

01

Market Advantage, based in Dubai, U.A.E. was founded by Mahmoud Shaban in 2010. As CEO, he brings more than 25+ years' experience in field of operations and execution of multi-country research studies across developed and emerging markets in the GCC and MEA region.

02

Market Advantage is one of the leading providers of research services, applying advanced and relevant Qualitative and Quantitative research methodologies and data collection practices to address clients' requirements and objectives with focus on quality deliverables.

03

Market Advantage Comprises of a team of research professionals that understand the local culture across the Arab world and deliver state-of-the-art solutions across different industry sectors for its clientele. Its well-trained, experienced bi-lingual field teams adopt relevant offline/ online approaches to successfully execute fieldwork across geographies.

Healthcare Field Strength Middle East & Africa

01

More **190 Interviewers/Field** member bi-lingual located in **The Arab world and other regions.** (with real-time ability to enhance capacity depending on scope/ scale of projects)

02

Providing global, regional and local expertise in **health care and industry trends in over 25 countries**

03

15+ Clients in MENA Region

130,000+ updated physician contacts across coverage countries

04

Significant primary demand-side research of more than **200,000+ Specialist & Patient Interviews & 2,000 + IDIs** across all specialties

1200+ projects since 2011.

Full-Service Research Process

01



Defining objectives & research questions

02



Defining target audience and sample selection

03



Developing the survey tools

04



Field execution

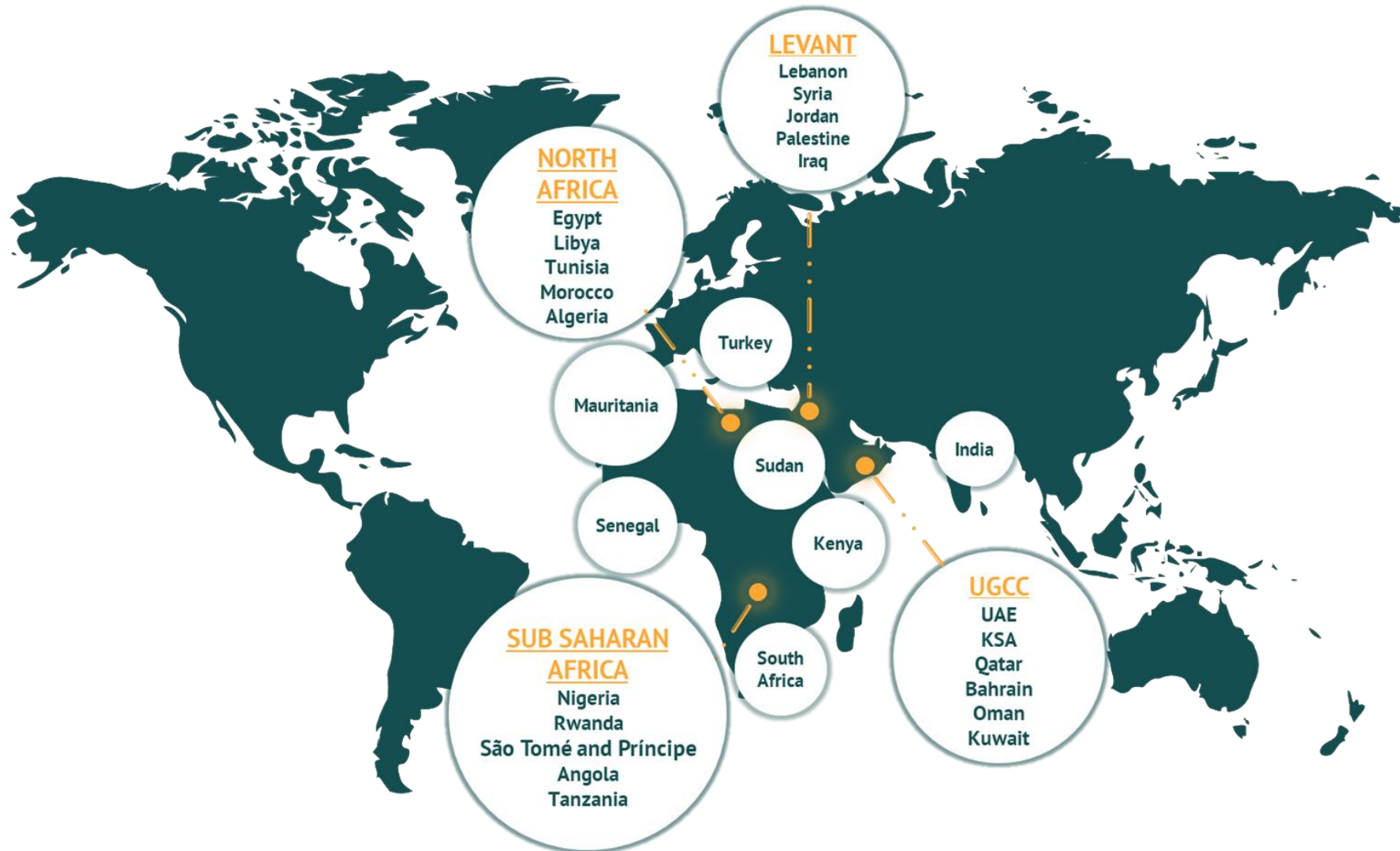
05



Processing and analysing data and delivering insightful, actionable reports



Geographic Footprint



Qualitative Research

We apply different research techniques as per research needs:

- In-Depth Interviews (IDIs)
- Paired Depth Interviews
- Physicians & Patients Online Comminute

Depending on the profile of the target audience and the objectives of the research Market Advantage applies Offline and/ or Online methods for the execution of the fieldwork.

Quantitative Research

- Face-to-face PAPI/ CAPI surveys
- Online surveys
- Telephonic surveys
- Phone –web surveys
- Patient profile collection.

Our Services

Given, below is a portfolio of the services we offer encompassing Primary (Qualitative/ Quantitative) and Secondary (Desk) research:

- ❖ Brand Equity – Assessing brand essence, differentiation, SWOT vis-à-vis competition
- ❖ Brand Health Tracking – Determining brand's share of mind/ wallet/ shopping basket, imagery, identifying opportunities for growth/ competitive advantage vis-à-vis competition
- ❖ Market/ Category Understanding – Exploring unmet consumer needs and growth opportunities
- ❖ Pricing Research – Determining price elasticity – optimal price versus share of volume
- ❖ Concept Testing – Identifying product features of consumer significance to develop compelling and differentiating products/ services to grow market share
- ❖ Market Feasibility/ Sizing – Determining potential/ competitive threats for new entrants, established brands for opportunity assessment

- ❖ **Segmentation – Determining consumer needs and segmenting through demographic/ psychographic profiling**
- ❖ **Usage & Attitudes – Determining category usage/ attitudes, purchase habits (occasions/ frequency/ when/ where), identify influencers and brand disposition**
- ❖ **Satisfaction/ NPS – Determine level/s of satisfaction with brand/s used, identify drivers/ barriers to build loyalty and reduce churn**
- ❖ **UX/UI research – Understanding user needs, behaviours, preferences to design websites/ apps that enhance usability and integrate into the dynamic lifestyle of consumers**
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- ❖ **Patient Journey – Defining consumer persona, mapping the consumers engagement with category/ brand via different touch points, identifying areas of delight and pain points from introduction to purchase**

Healthcare Sector Expertise

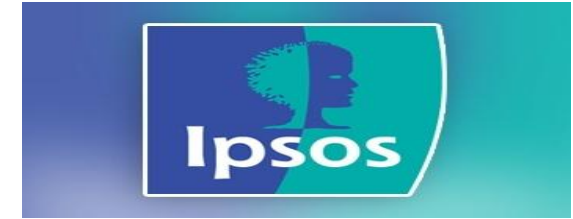
Over the years our team of researchers have conducted numerous studies in the healthcare/ pharma sectors, these include (and not limited to)

- ❖ **Category Understanding & Opportunities for Growth**– Study conducted amongst HCPs, Pharmacists and Consumer to understand category segmentation (as per medical condition), brand usage (is it driven by prescriptions, recommendation or WOM), competitive landscape – study to help client identify levers for growth, create engaging communication and identify effective medium/ touch points to reach the diverse target audiences
- ❖ **Brand Health Measurement** – Study conducted amongst HCPs, Nurses and Consumers to evaluate the health of brands within category based on parameters such as awareness, consideration (medical experts – subscriptions; consumers – most preferred), imagery, purchase habits (consumers), subscription drivers (medical experts) and advertising recall/ influence
- ❖ **Patient Satisfaction** – Study aimed at understand the advent of patient’s journey from symptoms, primary care, consultation, diagnostics, to hospitalization, treatment plan and illness management. Study compared public versus private sector healthcare facilities, advantages/ areas of satisfaction/ pain points to enable client improve its facilities/ services/ staff training etc.
- ❖ **Patient Treatment Path** – Study aimed at understand the understanding of reasons for chronic disease, symptoms, Specialists consultation and diagnosis, treatment plan and illness management. The study also aimed at understanding when/ where communication by client and how did it impact illness management.
- ❖ **Chronic Ailment Monitoring Product** - Study was aimed at determining the most relevant product features to be adopted to build an attractive proposition and price at which product should be introduced in the market. Client was able to launch product at X plus price – improved profitability as well as grew market share. ‘X was price initially proposed for launch.

Example of Reachable Specialties

Group A	Group B	Group C	Group D	Group E
(General) Nurses	Dentists	Cardiology	Allergy & Immunology	Cardiovascular Surgery
(Retail) Pharmacists	Family Medicine / Practice	Dermatology/ Diabetology/Orthodontist/IVF Specialist	Anaesthesiology/Cardiac Electrophysiology/Paediatric Endo	Neonatology
	General Practice	Emergency Medicine/Radiology	Haematology/Haematology/O ncology/Paediatric Gastro	Neurosurgery
	Internal Medicine/Dietician	Endocrinology/Gastroenterology/ Obesity Specialist	Hepatology/Infectious Disease/Aesthetic Specialist	Bariatrics
	(Specialty) Nurses	Gastrointestinal Surgery/(Specialty)	Intensive Care/Critical Care/Pathologist	Thoracic Surgery
	OB/GYN	General Surgery/Rheumatology/Senior Pharmacist	Interventional Cardiology/Interventional Radiology	Transplant Surgery
	Pediatricians (non-specialist & non-surgery)	Geriatric Medicine/Ophthalmology/Pulmon ology (Internal Medicine)	Oncology/Paediatric Surgery/Pain Medicine/Surgical Oncology	Vascular Surgery
	(Hospital) Pharmacists	Nephrology/Neurology/Urology	Plastic Surgery/Proctology	Cardiac Surgery
	Psychiatry/Veterinarians	Orthopedic Surgery/Otolaryngology	Reproductive Endocrinology & Fertility/Traumatology	

Select Healthcare Client References (Direct Client)



Select Healthcare Client References (In-direct Client)



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Get in touch. We'd love to hear from you

Our team of experts is standing by and ready to help you find the right solution for your business's needs.



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