

SYNOPSIS

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PHARMACEUTICAL MANAGEMENT

BATCH 15 (Second year)

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1. TITLE

Understanding Customer Perception & Satisfaction: Insights from Ophthalmologists
Using Remidio's Devices in India

2. INTRODUCTION

The Indian ophthalmic device market is undergoing rapid transformation with the rise of compact, AI-enabled diagnostic tools that address gaps in access to early diagnosis—especially in Tier 2 and Tier 3 cities. Remidio Innovative Solutions Pvt. Ltd., an Indian med-tech startup, offers innovative and affordable ophthalmic devices that are being widely adopted across these regions. Understanding how ophthalmologists perceive and engage with these tools is crucial to evaluating their satisfaction levels, trust, and loyalty. This study aims to evaluate customer satisfaction using diagnostic tools through a structured service quality model (SERVQUAL) and benchmarking analysis. The research findings are expected to help med-tech companies refine their product strategy and improve post-sales engagement.

3. RESEARCH QUESTION

What are the key factors influencing ophthalmologists' satisfaction, perception, and repurchase intent towards Remidio's diagnostic devices in India?

4. OBJECTIVES

Primary Objective:

- To evaluate the perception and satisfaction levels of ophthalmologists using Remidio's diagnostic devices.

Secondary Objectives:

- To identify the most valued product attributes such as image quality, ease of use, robustness, and AI integration.
- To examine clinicians' expectations and satisfaction across various service parameters like responsiveness and installation experience.
- To compare Remidio's brand performance with competitors like Zeiss and Forus.
- To explore how factors such as city tier and clinical experience influence repurchase intent.
- To recommend strategic actions to address service gaps and strengthen brand loyalty.

5. HYPOTHESIS

There is a significant association between service quality dimensions and ophthalmologists' repurchase intent of Remidio's diagnostic devices.

6. MATERIAL AND METHODS

STUDY DESIGN: Descriptive cross-sectional study

SETTING: Multi-city survey conducted among ophthalmologists in Metro, Tier 1, Tier 2, and Tier 3 cities of India

STUDY POPULATION:

Inclusion Criteria: Practicing ophthalmologists with prior usage or evaluation of Remidio's devices

Exclusion Criteria: Doctors unfamiliar with the brand or products

STUDY TOOLS: Structured questionnaire with rank-based and Likert scale items, plus open-ended questions

SAMPLE SIZE: 100 ophthalmologists

SAMPLING TECHNIQUE: Purposive sampling

DATA COLLECTION PROCEDURE: Both online and in-person survey formats were used. Participants rated product, commercial, service, and brand parameters.

OPERATIONAL DEFINITIONS:

- Satisfaction: Overall experience using Remidio’s device rated on a 1–5 Likert scale
- Repurchase Intent: Likelihood to repurchase rated from 1–10
- Brand Trust: Trust in Remidio rated from 1–10 scale

7. DATA ANALYSIS PLAN

Data was analyzed using Microsoft Excel (Office 365 version). Thematic coding was applied for qualitative responses. SWOT analysis was also conducted for brand evaluation.

8. ETHICAL CONSIDERATIONS

Informed consent was obtained from all participants prior to data collection. No personal identifiers were recorded, ensuring complete anonymity. Data was stored in password-protected systems and used solely for academic purposes in compliance with ethical research guidelines.

9. IMPLICATIONS OF RESEARCH

The study provides actionable insights for med-tech companies, particularly startups like Remidio, to improve customer engagement and service responsiveness. It also contributes to healthcare delivery in underserved regions by highlighting the importance of affordable diagnostic tools in eye care.

10. REFERENCES

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