

6.9 EVALUATION

The evaluation approach and methodology consisted of both qualitative and quantitative methods. Qualitative methods included primary data collection, a document review, and key informant interviews and focus groups with key stakeholders. We also visited a sample of BPHS/EPHS1 health facilities and private pharmacies to conduct exit surveys with patients.

secondary data analysis of our site visits and surveys. Finally, we developed a tool to analyze the Performance Monitoring Plan (PMP) data provided by the MSH SPS Monitoring and Evaluation (M&E) team, as well as quarterly and annual reports developed by the SPS team.

The above format gives the month wise, area wise, sales projections and also gives the % growth which has been projected. Normally the growth rate of any pharmaceutical company ideally should not be less than the average Indian Pharmaceutical Market Growth.

The sales persons are evaluated from following documents.

1. Master call list
2. Top 25 chemist list