



**CAPMOD™**

HARNESS THE POWER OF  
INDIVIDUAL CUSTOMER DECISIONS

**iCAPMOD™**  
**CAPMOD™ on the web**

**An innovative approach  
to providing more realistic share  
predictions from discrete choice data**

through

**‘Choice Adapted Predictive Modelling’**

**Patient share estimates for  
your target profile forecasting**

**Impact of target profile options on  
current and future competitor products**

*Adelphi*

ADELPHI INTERNATIONAL RESEARCH

**Handles complexity of actual market and product scenarios**

... through innovative use of a choice threshold

**Maintains reality of individual choices throughout**

... to provide individual level customer modelling

**Measures impact of future decisions on today's brands**

... to provide forecasting scenarios of current and future markets

**Accepts inputs from any existing conjoint paradigm**

... to provide flexible modelling

**More realistic product forecasting**

... since market realities are maintained from data capture through to market simulation

**Increased transparency throughout**

... providing confidence in outputs

**Efficient handling of co-prescription**

... measuring market expansion and contraction

**iCAPMOD™ for additional flexibility,  
cost-effectiveness and enhanced features**

- modular interviewing
- embedded multimedia
- online follow-up

**CAPMOD™ is a bespoke simulation model implemented  
with any discrete choice or conjoint exercise from Adelphi**

*Adelphi*

*For more details, contact:*

ADELPHI INTERNATIONAL RESEARCH

Adelphi Mill, Bollington, Cheshire SK10 5JB, UK

Tel: +44 (0)1625 576060 Fax: +44 (0)1625 577300

Email: [marketresearch@adelphigroup.com](mailto:marketresearch@adelphigroup.com) [www.adelphigroup.com/marketresearch](http://www.adelphigroup.com/marketresearch)