The Ipsos Global Therapy Monitors

Representative panels of treating physicians provide…

1. **KEY STAKEHOLDER CHARACTERISTICS**
   **Physician Demographic Form**
   Gathers specialty, years in specialty, practice type, patient volumes, associations, etc.
   Allows segmentation of the prescriber population

2. **STAKEHOLDER PERCEPTIONS**
   **Physician Perceptual Questionnaire (PPQ)**
   Gathers product perceptions on key metrics, awareness of current therapies & investigational products, future use, reasons for change, etc.
   Reveals drivers & barriers behind prescribing behaviour and the future market landscape
   Subscribers have the option to add a small number of proprietary questions per wave

3. **PATIENT-LEVEL PRESCRIBING DATA**
   **Patient Record Form (PRFs)**
   Gathers patient demographics, disease severity scores, biomarker test results, diagnosis info, current & previous treatments, reasons for switch, etc.
   Enables understanding of patient management and the patient journey

What are the disease areas covered by Therapy Monitors?

**ONCOLOGY**
- Oncology
- Oncology Molecular Diagnostics

**VIROLOGY & LIVER DISEASES**
- HIV
- Hepatitis B
- Hepatitis C
- Nonalcoholic Steatohepatitis (NASH)

**AUTOIMMUNE**
- Rheumatoid Arthritis
- Psoriatic Arthritis
- Psoriasis
- Ankylosing Spondylitis
- Crohn’s Disease
- Ulcerative Colitis
- Multiple Sclerosis
- Lupus
- Non-Radiographic Axial Spondyloarthritis
- Atopic Dermatitis
- Hidradenitis Suppurativa
- Osteoarthritis

**DIABETES & CARDIOVASCULAR**
- Diabetes with CV focus
- Venous Thromboembolism
- Stroke Prevention in Atrial Fibrillation
- Pulmonary Arterial Hypertension
- Chronic Thromboembolic Pulmonary Hypertension
- Transthyretin Amyloid Cardiomyopathy

**RESPIRATORY**
- Severe Asthma
- Idiopathic Pulmonary Fibrosis

**OTHER**
- Impact of COVID-19
- Haemophilia
- Immune Thrombocytopenia Purpura
- Sickle Cell Disease
- Cluster Headaches
- Migraines
- Growth Hormone Deficiencies
- Ophthalmology
- Medical Aesthetics
- Animal Health

New questions have been added to all monitors to track treatment initiations & switches due to COVID-19, and the number of consultations by telemedicine.
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