

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)

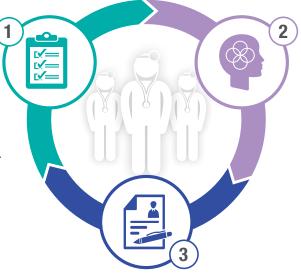
Gathers product perceptions on key metrics, awareness of current therapies & investigational products, future use, reasons for change, etc. Reveals drivers & barriers behind prescribing behaviour and the future market landscape

Subscribers have the option to add a small number of proprietary questions per wave



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

RESPIRATORY

- · Severe Asthma
- Idiopathic Pulmonary Fibrosis

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

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.



The Key Facts about Global Therapy Monitors



Syndicated patient chart review studies that track usage of treatments across **30+** key disease areas.



Panels of treating doctors provide realworld patient treatment data & perceptions, providing a 360° view of the market.



Clients use data to track product usage, define & profile their audience and predict their everchanging markets.



30+ markets worldwide, with others on demand.



Most comprehensive global portfolio of syndicated patient chart audit data available; highest levels of **service** and greatest **therapeutic expertise**.

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AUTHORS: Yao Lu, Penny Robinson, Nikita Sharma, Peter Collins – Ipsos POSTER PRESENTATION AT: EADV Congress I Copenhagen, Denmark I 9-12 October 2019

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AUTHORS: Aine Kyle, Boey Yee Cheng, Najwa Binti Yaacob, Sarah Brown – Ipsos POSTER PRESENTATION AT: ATS 2019 International Conference | Dallas, TX 17-22 | May 2019

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