

Syndicated HCP COVID-19 Assessment Study

Understand the impact of COVID-19 on doctors' treatment practices by therapy area, and the best way of engaging with doctors at this time.

THE INSIGHTS

The study reveals doctors' experiences in the key areas:

- **Patient caseload:** Understand the impact of COVID-19 on doctors' current patient caseload and their view on its future impact.
- **Patient management:** Determine whether patient management and engagement has changed since the outbreak of COVID-19, and specifically:
 - » Are patients being seen less?
 - » Are appointments now being conducted online/remotely?
 - » Have there been staffing changes?
 - » What advice are doctors giving to their patients about COVID-19?
- **Treatment patterns:** Track whether treatment patterns are changing as a result of COVID-19, and specifically:
 - » Is COVID-19 a consideration when choosing therapy?
 - » Are patients going onto therapy earlier?
 - » Are patients switching to different MoA options?
 - » Are doctors less likely to use newer products?
- **Sales rep visits:** Gauge the impact on sales rep visits and plan for alternative methods to engage physicians during this period.
- **Conference attendance:** Forecast the impact on conference attendance.

Reports will include country-level comparisons, comparing differences in the impact of COVID-19 for each EU5 country and the US.

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THE METHODOLOGY

- 15-minute online perceptual questionnaire with physicians
- Physician demographic form: Questions on physician specialty, hospital/practice type and location, and caseloads
- Physician specialties: Studies are currently running across specialists of interest with others on demand.



THE DELIVERABLES

- Fully tailored PowerPoint slides summarizing the impact of COVID-19 on each specialism
- Upfront executive-level recommendations with actionable findings
- Delivery via WebEx
- Preliminary top-line data delivered prior to full report

For more information, please contact:

E: Paul.omeara@ipsos.com

T: +1 347 603 2716



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