

Syndicated Patient COVID-19 Assessment Study

How is the COVID-19 outbreak impacting the appointments & treatment management of patients? Ipsos' new study gathers insights across patient types.

THE INSIGHTS

The study uncovers the patient experience in key areas:

- **Appointments:** Any changes patients have experienced in relation to physician appointments (e.g. impact on face-to-face appointments, any increase in tele-visits, etc.)
- **Medication:** How patients are accessing their medication at this time. Is it disrupted? Are they receiving any guidance?
- **Treatment:** Any changes patients have experienced in terms of treatment (e.g. regimen switches, treatment delays, drug holidays) and what they believe are the reasons for these changes
- **Diagnostics:** Any delays seen in diagnostics as a result of COVID-19
- **Diagnosis:** Patient concerns about the impact that COVID-19 is having on their current diagnosis
- **Actions:** Any actions patients have been taking to protect themselves against the virus, and the advice/recommendations received from their healthcare teams
- **Support:** Any additional support needs that patients have at this time and how they feel the pharma industry could support them.

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THE METHODOLOGY

Leveraging Ipsos' experience in patient research:

- A 10-15 minute online quantitative questionnaire run in the US & EU5 among patients in key therapy areas.



THE DELIVERABLES

Ipsos offers a syndicated product with customized deliverables, including:

- Insightful PowerPoint decks for each region, with conclusions and recommendations from Ipsos' dedicated therapy area experts
- Individual blinded patient insights can be incorporated to optimize understanding of the patient experience.

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About the Ipsos Healthcare Service Line

Ipsos partners with pharmaceutical, bio-tech and medical device manufacturers to inspire better healthcare. Operating in over 50 countries, our 1000+ experts support key business decisions for our clients throughout the commercial lifecycle, from early-stage strategy, to launch, to performance optimization. We do this through a uniquely integrated combination of therapeutic and market expertise, gold standard real world evidence, and market-leading custom research approaches – all underpinned by a global footprint and unprecedented access to today's healthcare stakeholders.