

SERVICES | IPSOS HEALTHCARE

**UNLOCK DEEPER
INSIGHTS AND
DRIVE BEHAVIOUR
CHANGE WITH
IPSOS
BEHAVIOURAL
SCIENCE.**



**In Healthcare,
success
involves
not just
understanding
behaviour,
but actively
shaping and
guiding it.**



Ipsos's behavioural science approach employs a proprietary model called "MAPPS" to **understand the cognitive biases and subconscious drivers influencing behaviour**. This model enables Ipsos to develop effective, tailored strategies ("interventions") that drive desired behavioural outcomes for their clients.



When is Behavioural Science the right approach for you?



Regardless of your current level of market knowledge – Behavioural Science is the right approach if you want to know how to effectively change behaviour.

Behavioural Science allows you to bridge the gap between insight and action. It helps you understand how and why people make decisions and how to guide those decisions.

IPSOS SERVICE

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What can you expect from a Behavioural Science research study?



Ipsos delivers actionable strategies

through Behavioural Science, not just more market understanding. We tailor our solutions to address your unique challenges, ensuring the strategies are impactful and give you a competitive edge.

Our team will:

- Identify the subconscious motivators driving your target audience
- Develop tailored interventions to shift behaviour in a desired direction



YOUR BENEFITS

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What is your added value?



Evidence-based strategies:

Benefit from interventions grounded in robust scientific research and customised to your needs

Guide behaviour:

Gain a strategic advantage by understanding and shaping the behaviours that drive your business.

**Contact us
to find out how
Behavioural
Science can
help you gain
a competitive
edge in the
pharmaceutical
market.**



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**WE INSPIRE
BETTER
HEALTHCARE**

