

Ipsos Healthcare Communities



COMMUNITIES

What is a Community?

- An intentional space where **people come together on a dynamic technology platform.**
- Uncovers insights through quant and qual research that's **nimble, cost effective, and always on!**
- Members are **pre-recruited.** This upfront screening streamlines research, resulting in more agile delivery of insights.
- Available for **ad-hoc research** activities and **longitudinal** understanding of experiences over time.

Why Invest in Community Research?



Targeted & Engaged Audience

Access to individuals with a vested interest in talking about a topic. Community members are motivated and more likely to provide relevant insights.



Ownership & Involvement

Foster a sense of community and loyalty among patients.



Agile & Fast

Only one recruiting period is required, thus, all research happens more quickly. Quick data collection allows for more timely responses to market dynamics.



Longitudinal

Longitudinal approach for continuous feedback and understanding of evolving needs.



Cost Savings

Once established, lower cost per respondent and favorable return on investment.



How an Ipsos Community can help:

- Category understanding
- Who is the ideal patient for your treatment?
- Attitudes and perceptions of your treatment
- Barriers to talking to HCP
- Patient journey
- Dialogue during doctor office appointments
- Unmet needs
- Co-creation & ideation
- Concept/claims evaluation
- Tracking brand KPIs over time
- Understanding the competitive landscape
- Longitudinal understanding of how attitudes, emotions, and experiences are shifting over time
- Ad hoc journaling, website evaluation, etc.

For more information
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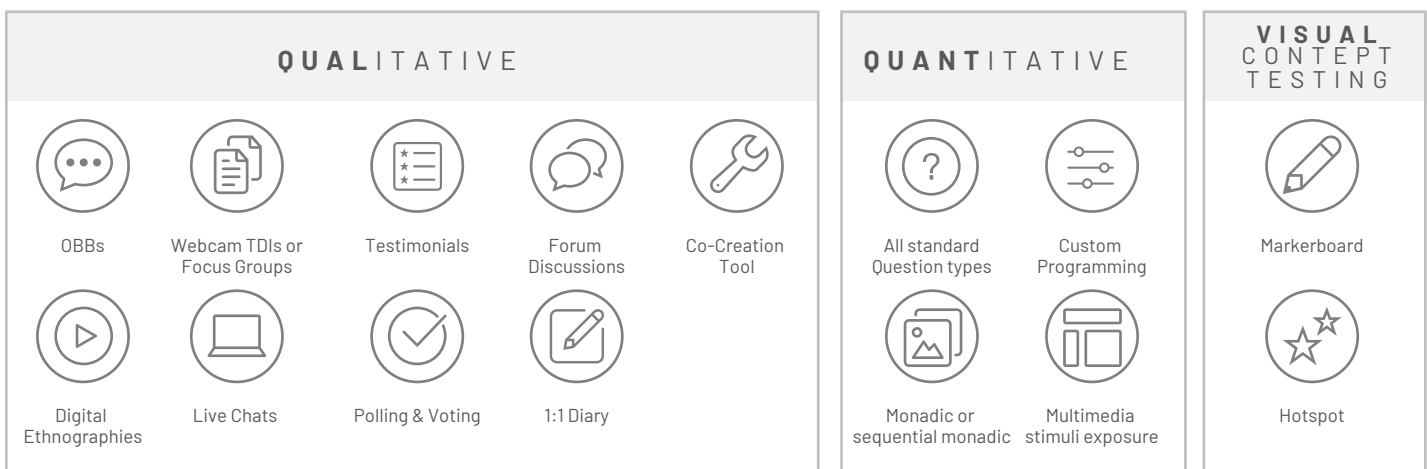
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RESEARCH ACTIVITIES

All Types of Research Activities: We have a flexible research budget that can be used for a full suite of research tools and methodologies.



Case Studies

HCP Community During a Competitive Launch Year

- **Challenge:** Our client had rare disease drug that recently launched into a space with a competitor launching soon after. How would HCPs view the two drugs, against the backdrop of other existing treatments?
- **Approach:** Ipsos built a 12-month HCP community to help understand how different specialties viewed the drugs, who would be the target patient for each, and how their prescribing might change over time as new entrants came to market.
- **Outcome:** The client was able to have a better foundational understanding of how HCPs viewed the treatment landscape and develop an HCP strategy in light of new entrants. Insights gained included a better understanding of the which MOA might lead to improved adherence, what reps were saying to HCPs, who the ideal patient was for each treatment, and how prescribing habits might shift.

Weight Loss Journey Patient Community

- **Challenge:** Our client introduced a 'new to the world' weight loss product and wanted to bring to life their chosen patient targets as well as develop deep foundational understanding of being overweight and how to make the weight loss journey positioned for success.
- **Approach:** Ipsos built a three-month Pop-Up community primarily to help bring to life identified segments. But after its successful outcome, the client extended it to continue the learning. While working on the fundamentals of weight loss, the client commissioned another community, called a 'Learning Lab' to conduct a nine-month product test to learn about product usage experience as well as all of the DTC messaging and collateral that would support the launch.
- **Outcome:** The client developed deep learning about their target's unique needs as well as the everyday use of the product- both physical and emotional. In addition, insight was built around the DTC communication- both text and email and how they helped consumers along their weight loss journey.

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