

Syndicated COVID-19 Study Portfolio

A 360° view of the COVID-19 prevention & treatment landscape

The COVID-19 treatment development space is a hive of activity, and multiple therapeutics have already reached the market. Meanwhile, the COVID-19 vaccine rollout continues at speed but barriers to universal vaccination remain...

Against this highly dynamic backdrop, Ipsos' syndicated COVID-19 studies capture both real-world data on patient treatment and management, and evolving attitudes and behaviors of consumers and HCPs regarding COVID-19 vaccines and treatments.

A comprehensive portfolio built around your business questions

STUDY	COVID-19 Vaccine Impact Study	COVID-19 Therapy Monitor	COVID-19 Therapeutics Study
TYPE	Perceptual	Real world data + treater perceptions	Perceptual
FOCUS	Evolving perceptions around COVID-19 vaccines & impact on other vaccines	COVID-19 patient journey & prescription treatments (hospital & community settings)	Consumer awareness of & willingness to take new COVID-19 therapies + usage scenarios
SAMPLE	Consumers + HCPs (generalists, paediatricians & pharmacists)	HCPs (PCPs & specialists, providing patient records)	Consumers (natural fallout of positive/negative COVID-19 status)
COVERAGE*	20 countries worldwide	US, UK, EU4, Turkey	US, UK, EU4, Brazil

* Other markets on demand

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GAME CHANGERS



Syndicated COVID-19 Vaccine Impact Study

Tracking multiple stakeholder attitudes towards COVID-19 vaccines

Ipsos' COVID-19 Vaccine Impact Study uncovers evolving attitudes and perceptions around COVID-19 vaccines (and the impact on other vaccines) from the multiple perspectives of healthcare professionals, pharmacists and consumers.

THE KEY INSIGHTS

- **The Physician / Pharmacist Perspective**
 - ◆ Likelihood to recommend a COVID-19 vaccine (by population type, factors influencing recommendation, awareness/perceptions of vaccines & their manufacturers, etc.)
 - ◆ Likelihood to recommend the booster shot and willingness to use a different COVID-19 vaccine for the booster
- **The Consumer Perspective**
 - ◆ Likelihood to get a COVID-19 vaccine (urgency/proactivity, drivers & barriers, awareness of vaccines & manufacturers, analysis by demographics & health status)
 - ◆ Likelihood to keep up to date with other vaccines
 - ◆ Reasons for hesitancy around getting the COVID-19 vaccine
 - ◆ Willingness to get the COVID-19 booster shot and willingness to use a different COVID-19 vaccine brand versus the original
 - ◆ Consumer experience with COVID-19 (positive diagnoses, tests undertaken, friends/family with virus)

ABOUT THE STUDY

- **Coverage:** 20 countries worldwide, with others on demand
- **Sample:** Consumers, healthcare professionals (including paediatricians) & pharmacists (US only)
- **Frequency:** Every two months

Syndicated COVID-19 Therapy Monitor

Capturing prescribing & patient management in real-world clinical practice

Leveraging Ipsos' Global Therapy Monitor framework, the COVID-19 TM layers real-world patient data over perceptions of treating PCPs & specialists – providing a comprehensive view of the rapidly evolving landscape.

THE KEY INSIGHTS

- Current treatment management of patients diagnosed with COVID-19, by disease severity
- HCP attitudes towards future therapeutic treatment options and future potential use, by disease severity
- Attitudes towards treatment management of patients with post-COVID syndrome, over time

AN INTEGRATED 360° PERSPECTIVE

• PHYSICIAN DEMOGRAPHICS

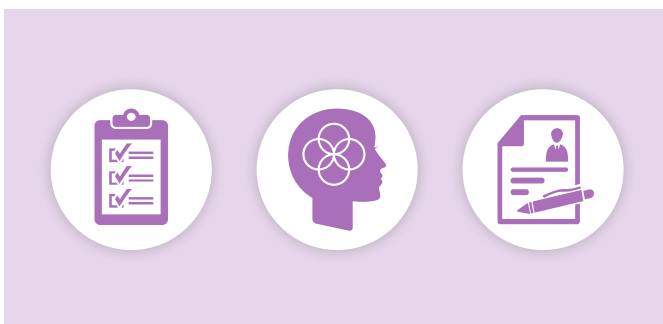
Specialty, years in specialty, practice type, patient volumes, etc.

• PHYSICIAN PERCEPTIONS

Perceptual information on how physicians are classifying mild vs moderate vs severe patients and how their treatment/management approach differs across these patient segments

• REAL WORLD DATA

Patient demographic information + diagnosis, current treatment, suitability for other treatments, future follow-up treatment (includes post-COVID syndrome)



ABOUT THE STUDY

- **Coverage:** US, UK, EU4 & Turkey, with other markets on demand
- **Sample:** PCPs and specialists
- **Frequency:** Quarterly

Syndicated COVID-19 Therapeutics Study

Uncovering the consumer perspective on COVID-19

As multiple manufacturers work on repurposing existing drugs and innovating new treatments for COVID-19, Ipsos' newest syndicated study explores consumer awareness of COVID-19 therapies, usage scenarios, and willingness to take these new pharmaceutical treatments for COVID-19.

THE KEY INSIGHTS

- **Personal COVID-19 status:** Diagnosis, testing, treatment, timing between testing/treatment, interaction with HCPs
- **Awareness of treatments in development:** new treatments, including mAb treatments, and willingness to take mAb treatments
- **Level of experience with COVID-19:** Family/friends affected, perceived severity of illness
- **COVID-19 vaccine status:** Vaccination status and/or likelihood to receive vaccine
- **Attitudes to COVID-19:** Attitudes, beliefs & behaviors around COVID-19
- **Trust in organizations:** Trust in relevant stakeholders, key information sources, view on drug approval times
- **Perceptions of therapy manufacturers:** Awareness/perceptions of drug classes, brands and companies

ABOUT THE STUDY

- **Coverage:** US, UK, EU4 & Turkey, with other markets on demand
- **Sample:** Consumers
- **Frequency:** Every two months

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ABOUT THE IPSOS HEALTHCARE SERVICE LINE

Ipsos partners with pharmaceutical, biotech 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.