



Press Release

Ipsos Healthcare Launches MS Patient Community Panel

March 2018 – Ipsos Healthcare, the global healthcare business of Ipsos, has announced the launch of its syndicated Multiple Sclerosis (MS) Patient Community Panel. This latest offer is part of the Ipsos Healthcare Global Patient Centre of Excellence, launched in 2018.

The MS Patient Community Panel – which will run alongside Ipsos’ MS Therapy Monitor – comprises 260 MS patients across the EU5 and US with a mix of treatment experiences. They will take part in a range of tasks throughout the year (both syndicated and proprietary), all moderated by Ipsos Healthcare’s MS experts. This format will enable subscribers to explore key topics throughout the year, whilst also tapping into the community to answer business questions as they arise.

Commented Paul O’Meara, Head of Real World Evidence in Autoimmune Diseases at Ipsos Healthcare:

“As patients move from recipients to participants, there is an imperative for pharma to put patients at the heart of current and future business models. Designed with this objective in mind, the MS Community will enable our clients to identify unmet patient needs, optimise their patient communications, assess new ideas, and develop personalised medicine strategies for those living with MS.

As just one example of the insights generated, the Community’s most recent syndicated self-monitoring task revealed that 88% of MS patients currently self-monitor an aspect of their own health or lifestyle – perceiving themselves to be their own health advocates. This self-determined responsibility reflects limited neurologist input, with just 20% of patients stating their healthcare provider has ever mentioned the concept of self-monitoring to them.”

- Ends –



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About Ipsos Healthcare

Ipsos Healthcare partners with pharmaceutical, bio-tech and medical device manufacturers to inspire better healthcare. Operating in over 40 countries, our 700+ experts support key business decisions for our clients throughout the commercial lifecycle, from early-stage strategy, to launch, to performance optimisation. 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.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society. We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.

We deliver with security, speed, simplicity and substance. We are Game Changers.

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