

Medical crowdsourcing: What are Physicians communicating during COVID-19?

**Qualitative analysis of G-MED Global Physician
Online Community**

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Ipsos MORI



This is a complimentary report

Bringing you a regular pulse on what physicians around the globe are discussing about COVID-19



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During a global crisis – and in unpredictable times – information is more important than ever. As part of our commitment to the Healthcare Industry, Ipsos and G-MED are working together to bring the voice of physicians from around the world to you through social data analytics and medical crowdsourcing (problem solving through sharing online).

The information analysed for this short report comes from organic, unprompted and authentic posts from Physicians across the globe. Doctors are using closed communities to share case examples, get advice and share experiences.

IMPORTANT TO NOTE:

This research is based on qualitative analysis of a select number of posts from a closed healthcare professional forum. The findings do not represent the experiences of all physicians, nor represent any market-level findings.

Methodology

Qualitative analysis on a collection of physician posts from G-MED's Global Physician Forum*

Data was accessed from the G-MED Global Physician Online Community. Selected posts concentrate on COVID-19 only. They are all unmoderated exchanges with no external probing, with questions posted by physicians themselves to generate content.

301 Posts were written between 16th March 2020 and 19th March 2020.

Physicians from the following 23 countries contributed to the posts:

Australia, Belgium, Brazil, Canada, Chile, Columbia, Ecuador, France, Germany, Greece, Hungary, Israel, Italy, Mexico, Netherlands, Poland, Romania, Spain, Turkey, UK, Ukraine, US & Venezuela



*G-MED medical crowdsourcing platform with verified physicians from all over the world. Physicians “opt in” to participate on this forum.

Physicians share experiences, treatment trials & opinions on pandemic handling by authorities

There are four themes emerging from the physician posts on G-MED community

1. Understanding the epidemiology

Most physicians in the community first post, or respond to posts, related to COVID-19 to uncover information about the epidemiology of the virus.

Top questions are: (1) How does it spread? (2) How effective is personal protective equipment? (3) What treatment approaches are being adopted?

2. Critiquing government guidelines

As spread of COVID-19 moved fast, conversations understandably turn to each country's response. Physicians are critical of government's approaches, which they don't deem to be doing enough.

In the posts, Germany and South Korea are considered to be gold standard countries, due to their rapid response and wide-spread testing initiatives.

3. Preparing selves and hospitals

Physicians in the community are keen to be prepared as well as possible: Multiple posts from LATAM show physicians wanting to learn as they are predicted to be hit next.

Experiences are shared on virtual care approaches, readying supplies and sharing successful hospital (or individual) guidelines.

4. Treatment approaches

Physicians are sharing the results of their mini trials with existing medications and coming back to update on the success (or lack thereof) with others on the community.

A wide range of treatments and medical approaches were mentioned on the forum.



With clinical trials ongoing, physicians on the community are trialling treatment options

Whilst doctors are currently waiting for official treatment guidelines and Healthcare companies to bring out viable treatments, they have turned to advising one another on viable treatment options and reporting the success (or lack thereof) in the community.

Currently, Ebola, Malaria and HIV treatments are being tested by many physicians on G-MED in multiple countries. Success varies between countries and severity of patients; nonetheless, there's a lot of open discussion about it on the community.

“ But my intention is to report a consecutive case series that can be compared against the public health numbers being collected contemporaneously.

Physician, USA



Posts from France & Spain get increasingly emotional as the “war” continues

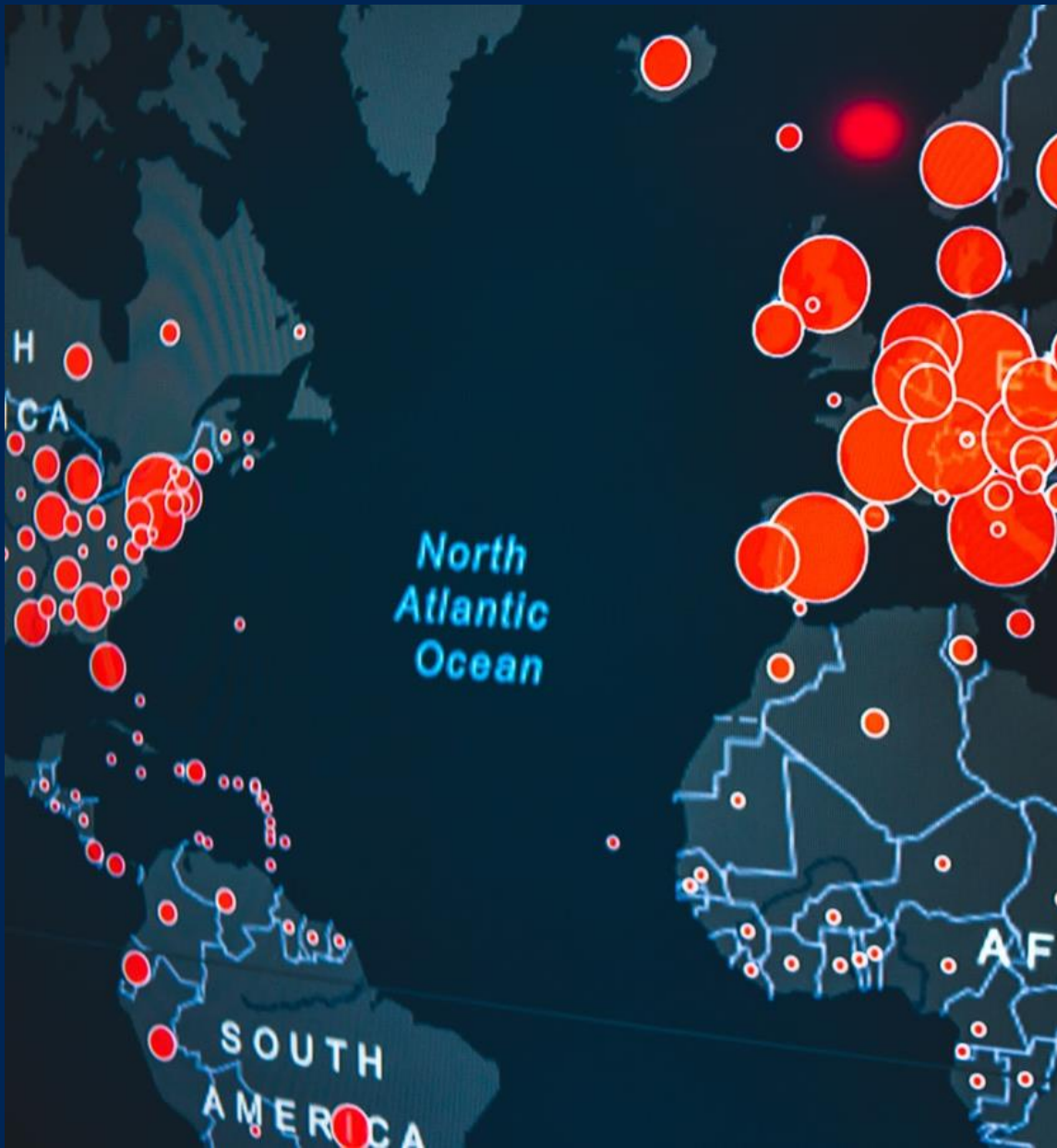
As the crisis continues to develop in Spain and France, the resolve and language used by physicians on the community changes from one of cautious optimism to emotive and metaphorical. Whilst this mirrors the language used in government and official statements; Physicians believe they are fighting a battle against “an invisible enemy,” one they are putting their all into.

In our opinion, the emotive language goes to demonstrate the pressure and passion these Physicians have for their patients, their well being and wider society.



At the far west of France, we expect the arrival of this epidemic as a tidal wave and we organize ourselves by ambulatory care sector to be able to manage, and guide the sick.

Physician, France



LATAM physicians search for learnings from the forum, especially concerning the public

From 16th March, we see an increasing number of posts from physicians in LATAM, especially Brazil, Colombia and Mexico, as their first cases were reported.

These physicians are keen to gather as much information (and learnings) as possible from physicians across Asia and Europe on the community.

The conversations online covers patient care, including treatment options and hospital guidelines. It also includes opinions on the effectiveness of government guidelines, with many doubting that the public realise the severity of the crisis.



I would like you to share your experiences and what actually helped in saving lives and what should be done to avoid the viral proliferation between people and medical professionals.

Physician, Brazil



It was mentioned that virtual care and telemedicine are being adopted to keep services running

Looking away from hospitals, many community based physicians who contributed to comments on the forum are thinking about how they can best play their part, with many turning to telemedicine as a solution to keep their practices running.

Physicians seem to be looking for different care options in order to better protect themselves, their families, the general population and most importantly, the health of high-risk patients. We see posts showing physicians, and in some cases patients, are reportedly apprehensive about the move to virtual care but it is regarded as the most sensible option.



I'm trying to avoid unnecessary face to face with patients and redirect most of my patients to virtual visits. The situation is very frustrating to me as a physician.

Physician, France

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COVID-19: We are fighting the war on the frontline

Doctors in the own words on G-MED Community

- Doctors on the G-MED community are utilizing the platform to share experiences, frustrations and treatment trials. Doctor are talking about four key themes: 1) Epidemiology of the disease 2) Government approaches 3) Preparation guidance 4) Treatment approaches.
- The Doctors on the community broadly agree Germany and South Korea prepared well with vast range of testing and strict adherence to government guidance. There is also a lot of discussions to debate where countries have gone wrong – not moving fast enough, not being strict enough. Doctors from regions which are expecting the disease to strike them next (LATAM) are seeking advice online and proactively preparing.
- It is mentioned on the community that virtual care and telemedicine are being adopted to keep services running, we have seen many policy and legislation changes during COVID-19 to enable wider adoption of virtual care and to keep health services running.

THANK YOU.

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About

Ipsos

Ipsos' Healthcare team 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 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.

G-MED

G-Med is the largest global physicians only community, reaching over 1 million verified physicians from more than 120 countries and 100 specialties. G-MED medical crowdsourcing platform enables physicians from all over the world to talk real-world medicine, collaborate together to solve patient cases, and earn honorarium from surveys and market research.

G-Med's business solutions offer a unique digital bridge to connect life science companies and healthcare partners in order to drive physician awareness and gain deep insights about brand perceptions.