

MEDICAL CROWDSOURCING

WHAT ARE PHYSICIANS COMMUNICATING DURING COVID-19?

Qualitative analysis of G-MED's Global
Physician Online Community

Period: March 19th – March 26th 2020

Wave 2

31st March 2020

This is a complimentary report

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



**Reena
Sangar**

Global Head of Digital
and Connected
Health, Ipsos



**Ilan Ben
Ezri**

CEO and Co-
founder G-MED

During a global crisis – and in unpredictable times – data 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 data 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 of 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.

296 Posts were written between 19th March 2020 and 26th March 2020.

Physicians from the following 24 countries contributed to the posts:

Argentina, Belgium, Brazil, Canada, Chile, Colombia, Ecuador, France, Germany, Greece, Israel, Mexico, Peru, Poland, Portugal, Romania, Slovakia, Spain, South Africa, 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.



Some self-isolating Physicians on the community are finding they have time to read in depth about COVID-19

The Physicians are getting their information from many sources, including articles, journals and blogs – all providing different levels of detail in their updates. When thinking of channels of communication, Physicians say they prefer email, however they might not be aware of all the possible channels that could be available to them.

Whilst we know they want hear about the technical details, including disease rates and treatments hypotheses, there's currently no single source that collates these into an easily accessible information piece for them.

“ I'd like to hear more about random sampling to obtain clearer epidemiological data. Community incidence week to week, percentage of test positive cases who have symptoms and have who have and haven't reached out to their Primary Care Physicians. I'd like some clue as to when to expect the wave to reach the beach. **Physician, USA**



Advice surrounding basic personal protective equipment (PPE) is requested on the community

Physicians on the G-MED community are sharing their experiences, and the growing need, for more personal protective equipment (PPE). Echoing what's been seen on the news in many countries, Physicians report a worrying lack of PPE and some confusion about what equipment is absolutely necessary.

Physicians on the community from LATAM markets are expecting a deficit of PPE and worry for the impact this will have for themselves and the wider public health.



I'm infected, for 8 days, and if my experience and my Spanish companies is worth anything, please protect yourself, I'm 47 years old and no previous pathologies, but I'm suffering, and worst, I cannot go to work and help. So mates, PLEASE PROTECT YOURSELVES!

Physician, USA



Posts in France & Spain transition from anger and depression, to acceptance and solutions

As the death toll in Spain and France continues to surge, Physicians on the community are showing pragmatism and hope. Doctors in countries that are further along the COVID-19 curve have seen the worst of the virus, but have also seen hope, through having experienced patients recovering with (and without) treatment.

With this experience, whether positive or negative, Doctors are able to impart their own learnings upon countries that are still in the shock phase and adjusting to the seemingly incessant impact of the coronavirus pandemic.

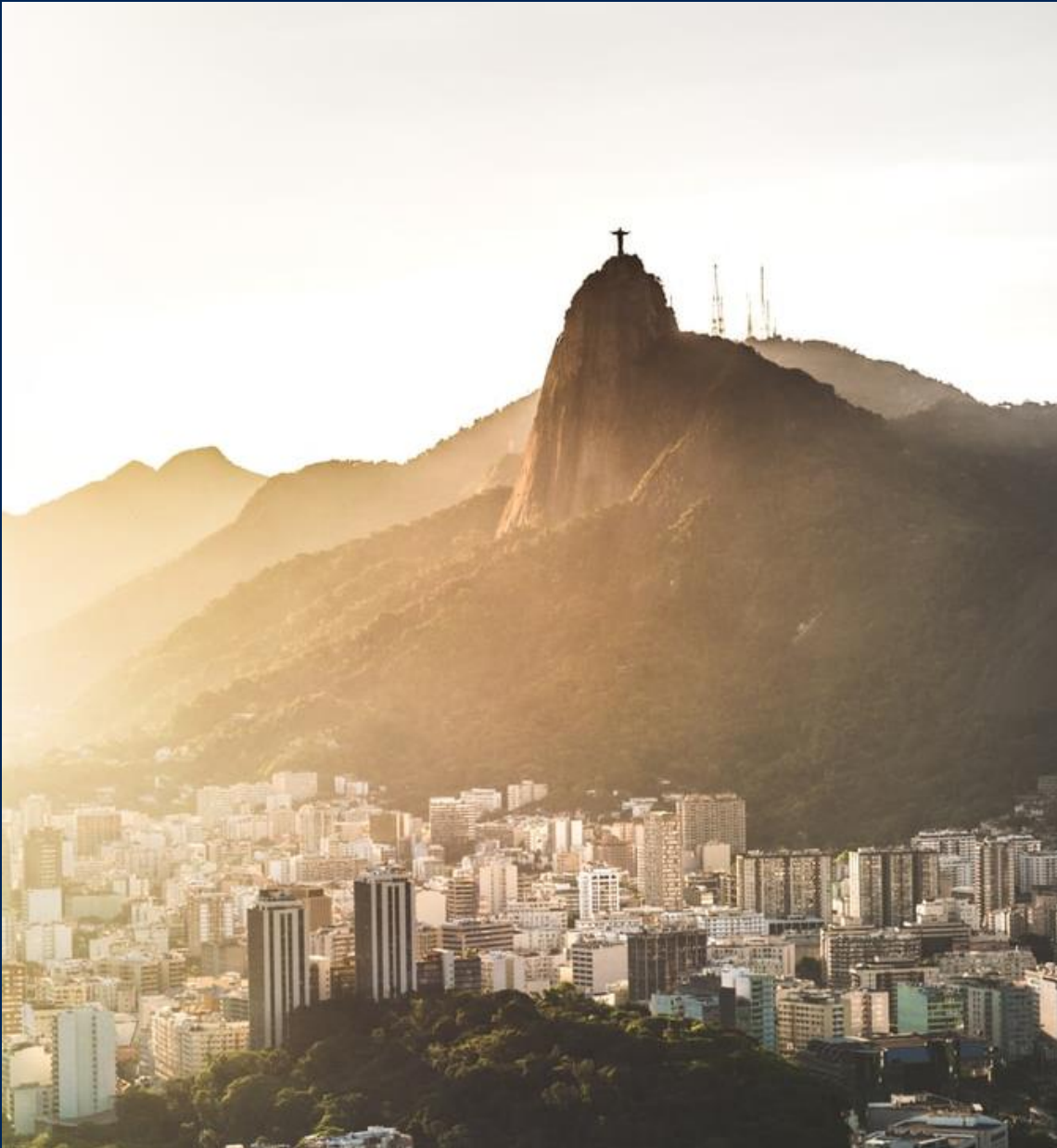


Nebulization is not recommended in the case of COVID-19, because it promotes transmission of the virus

Physician, Spain

Most patients are recovering without treatment

Physician, France



HCPs in Latin America acknowledge the inevitability of the coming pandemic and seek advice

There is a growing anxiety from Physicians on the community about their own country's preparations for dealing with COVID-19, and a growing number of posts that acknowledge the epidemiology data is not exceptional to a handful of countries, such as China, Iran and Italy.

Data modelling from Imperial College London is cited by a Physician in Colombia and Physicians in the community from Peru look to the testing and containment strategies of South Korea and Taiwan, in a few examples of Physicians in the region preparing their own practical responses to a rise in cases.

“ What worries me will be the generalization of COVID-19 cases and the joint hospitalization of cases that are not COVID-19 positive, so it would be very important to make rapid tests available to all hospitalized suspects.

Physician, Brazil

Ipsos MORI





With some Physicians on the community turning to virtual care, apprehension is a key topic of conversation

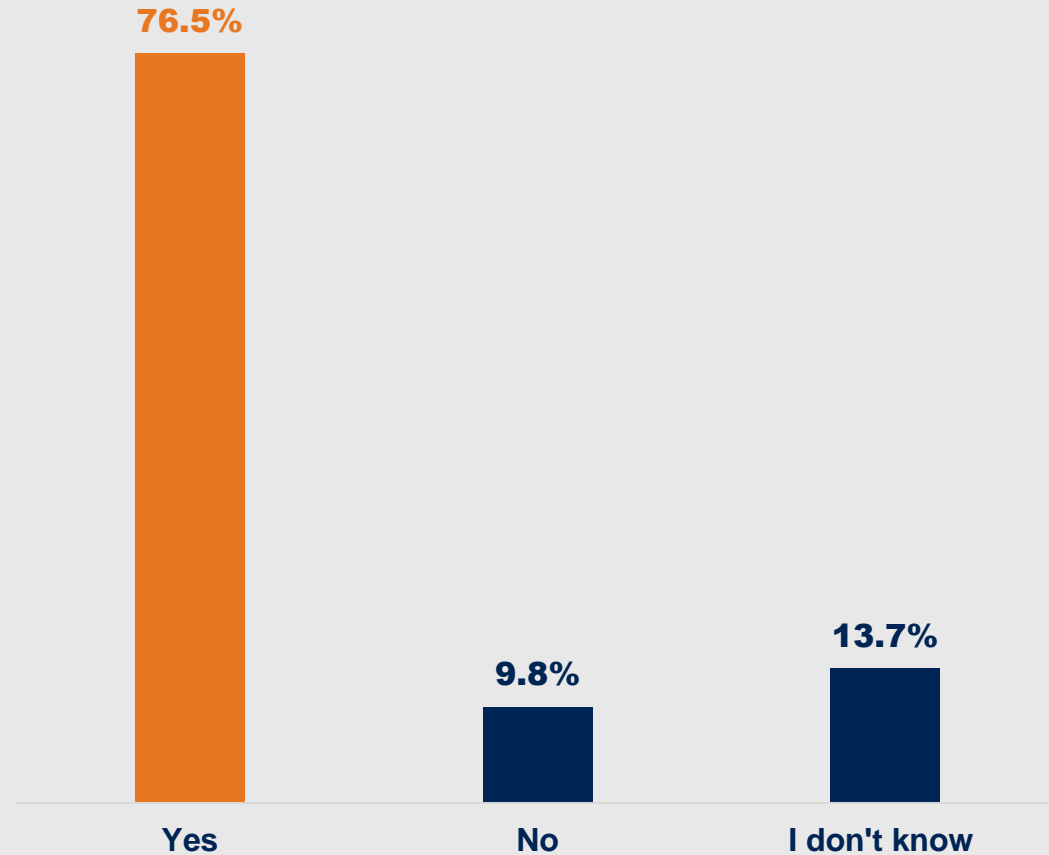
Physicians on the community mentioned numerous concerns about transitioning into virtual care. Some are worried about losing the personal touch they feel when seeing a patient face to face. With others thinking they may not be able to provide the same level of care to their patients, by not seeing them face to face.

Of course, the data security of the software was also a concern for some Physicians. However, more were unsure about which software they could use and how best to use it. Guidance may be well accepted by many Physicians.

“ I have no experience in virtual consultations. What I'm doing these days, is asking for pictures from the patients and they send it by email.

Physician, Belgium

POLL: Do you believe you will now do more virtual visits in the future, post-pandemic?



SOURCE: G-MED's Global Physician Forum

BASE: Physicians opting into G-Med Physicians Only Community replying to this poll. (n=315)

Despite the apprehension, many Physicians are positive about virtual care in the future, post- COVID-19

Comments on the community suggest that once Physicians adopt telemedicine, they are pleased with the results. In fact, 3 out of 4 Physicians surveyed on G-MED's Physician Community believe post-pandemic, they will do more virtual appointments.

The primary benefit of virtual care mentioned on the community is improved efficiency through increased number of patients seen in a short period of time.

Physicians are troubleshooting and sharing their approaches to telemedicine and virtual care on the community.



.. helpful to have spouse hold camera while you direct patient in whole body exams and run them through various tasks to demonstrate their abilities.

Physician, USA

Ipsos MORI



COVID-19: We need help to optimise best practices in the new form of patient care

Doctors in their own words on the G-MED community

- The sharing of knowledge is prominent on the G-MED community, with Physicians from around the world sharing experiences and knowledge on COVID-19 with one another. This has moved on from discussions related to treatment approaches, to standard of care and gaps in service (i.e. lack of PPE).
- Physicians are keen to receive relevant information during these times. The Physicians on the community are getting their information from many sources, including articles, journals and blogs – all providing different levels of detail in their updates. Whilst we know they want hear about the technical details, including disease rates and treatments hypotheses, there's currently no single source that collates these into an easily accessible information piece for them.
- Physicians on the community are having ongoing discussions about the adoption of virtual care as a practice. Whilst many Physicians on the community are missing the “patient touch” and worry about data security, they are accepting of the new method and many believe they would use it more in the future. However, Physicians need better guidance on which platforms to use and how best to use them.

THANK YOU.

**Reena
Sangar**

Head of Digital and
Connected Health

Reena.Sangar@Ipsos.com

**Katie
Phillipps**

Healthcare Social
Intelligence Expert

Katie.Phillipps@Ipsos.com

Contributors: George Hesson, Jemma Reast, Julia Lain Abril, Thomas Atkinson

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.