

DIGITAL DOCTOR 2021

INSPIRING BETTER
HEALTHCARE
DIGITAL &
CONNECTED HEALTH

A pre- & post-COVID-19 comparison

Digital Doctor 2021 is a 14-country survey among 1,450 primary care doctors worldwide, focusing on changes in behaviour & attitudes versus Ipsos' last study conducted pre-COVID-19.

ABOUT DIGITAL DOCTOR 2021

- A comprehensive overview of digital behaviour and future trends among primary care practitioners; with a pre/during COVID-19 lens
- Key insights into what doctors really think about digital channels/activities, as well as their awareness and usage; has this changed since COVID-19?
- A thorough understanding of the latest developments in digital and connected health, including patient-generated health data, telehealth medicine and digital therapeutics

THE KEY QUESTIONS ANSWERED

- Which digital channels are doctors engaging with?
- Where should future investments be focused?
- How many doctors are actively using telehealth solutions?
- How many are recommending digital solutions to patients?
- Do doctors have an understanding of digital therapeutics (DTx)?
- Are they willing to prescribe them?
- What outcomes are expected of digital & connected health?

STUDY DETAILS

Country coverage: UK, France, Italy, Spain, Germany, Russia, Turkey, USA, Brazil, China, South Korea, India, Japan & Australia

Deliverables & timing: Global & country reports available by end of March 2021; tailored workshops, bespoke reports & additional ad hoc analysis available upon request



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Impact of COVID-19

- How HCPs feel about the post COVID-19 world
- The impact of COVID-19 on physicians and their patients
- Trended data – how telehealth and DTx usage has changed since last year
- The future of AI

Connected health

- Awareness and knowledge of different digital concepts in relation to healthcare
- Impact and outcomes of connected health usage for HCPs and their patients
- Concerns around the use of connected health devices
- Frequency of, and reasons for, connected health usage

Telehealth

- Telehealth usage (vs. last wave) and its impact
- Platforms used and levels of satisfaction with each
- Types of consultations conducted
- Advantages, barriers/challenges of telehealth and suggested improvements
- The future of telehealth – is it here to stay?

Channel use

- Sources of information and the usefulness of each
- Role of pharma, interactions with pharma companies and degree of satisfaction with these interactions
- Types of information HCPs would like to receive and through which sources

Note: throughout the report we also analyse the data by age group where relevant (e.g. Millennials, Gen X and Gen Y)