

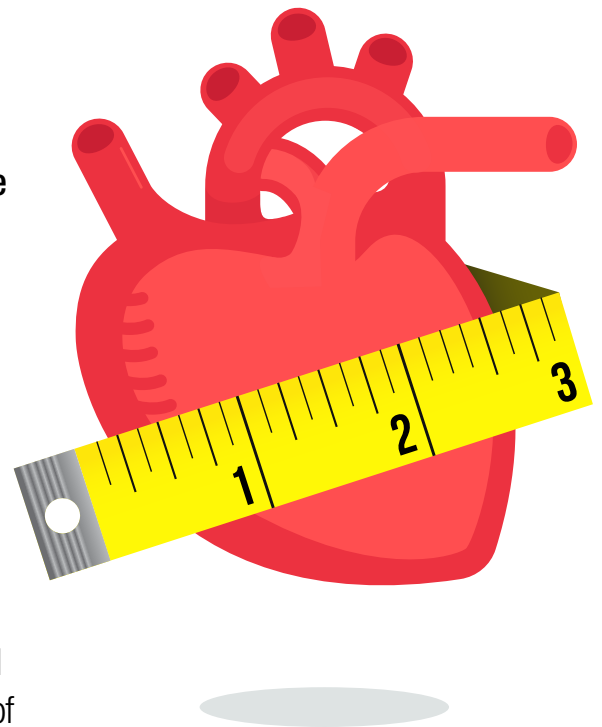
Ipsos Global Obesity & Cardiometabolic Disease Therapy Monitor

Combining HCP perceptions and real-world data to illuminate shifting market dynamics in obesity, and across the cardiometabolic space

Novel anti-obesity treatments (AOMs) – led by the new generation of GLP-1-based drugs – are set to transform the treatment and management of obesity and multiple related conditions. This has profound implications for the pharmaceutical and medical devices players across the cardiometabolic and renal space, and beyond.

Against this backdrop, Ipsos' new syndicated study will gather real-world data on patients who are eligible for treatment with AOMs, both within the obesity space and across multiple connected cardiometabolic conditions.

This data will be layered with the perceptions of treating healthcare professionals (HCPs) to track evolving attitudes and prescribing mindsets, ultimately providing a truly holistic view of this landscape.



THE KEY INSIGHTS

Track real-world pathways taken for chronic weight management

Gain insight into the specific drivers that prompt AOM prescription

Understand the comorbidities and patient characteristics that influence treatment type

Uncover physician attitudes towards obesity and AOMs

Determine endpoints used by physicians that drive treatment choice and management

Reveal awareness levels of novel developmental products

Get future-focused insights on investigational product and expectations on clinical trial outcomes

Methodology

Online perceptual questionnaire with HCPs involved in making treatment decisions for obesity patients, and three patient record forms per HCP.

Sample

Primary care physicians (PCPs), endocrinologists, doctors of osteopathy, nurse practitioners / physician assistants, bariatricians, gastroenterologists, hepatologists, cardiologists and surgeons.

Coverage

This study is launched in US, Germany, China and Japan, with insights report available in January 2024.

Additional markets are launching in 2024, including Brazil, Mexico, KSA, UAE, Canada, Australia and South Korea. Others available on request.

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