



Ipsos

Health Division

Was physician prescribing ever so simple that it was just a clinical decision?

The patient presented to the physician, following consultation, he prescribed the most appropriate medication to meet the clinical needs of the patient. This world (if it ever really existed) is a very distant reality. In a world facing a global credit crunch, political and pricing pressures are increasingly brought to bear within the physician's office

For physicians, it's the two 'B's – bureaucracy and budgets


Political influence (some would say interference) does not just affect prescribing decisions, it impacts the daily workflow of physicians in terms of the level of administration they have to handle, thereby reducing their time for patient care. From research conducted by the Ipsos Health Division in 2008, GPs in France and the UK all agree that they spend more time in administrative tasks than ever before (81% of UK GPs sampled said they spend more time in administration than 12 months ago versus 71% in France).

This intervention takes its toll on our primary care physician. Around a third of GPs in both the UK and France, mention first that the one thing that would improve their daily life is less administrative work and bureaucracy.

And then there are budgets, in the UK, the cost pressures of PCTs is increasing generic prescribing, almost all UK GPs claim that at least half of their first line scripts are generics. This is much less so the case in France, where 80% believe that insurance companies have no impact on their prescribing choice, and only a third claim that at least half of their first line scripts are generics.

So, what are the implications for the pharmaceutical industry? Our focus needs to extend beyond the boundaries of the clinician to combine traditional physician research with an understanding of the importance of different stakeholder groups and their role as gate-keepers for the prescribing of different products.

Are physician's hands in certain categories tied? If so, how? And why? What are the messages and communications which might influence the decision at a political level, rather than at a clinical level? And given the rules and regulations in the market, what can a pharmaceutical company realistically do to develop a communication channel with this stakeholder group?



The Ipsos Health Division is a truly global organisation of pharmaceutical market research experts. We leverage the knowledge and experience across different specialisms within the Ipsos Group, which includes world-class thinkers in political affairs and loyalty modelling, to develop outcomes which help our clients predict the marketing and business outcome for their products.

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