



Health



Ipsos MORI Health

Ipsos MORI Health focuses on providing pharmaceutical companies in the UK with a holistic understanding across all healthcare stakeholders and customer groups.

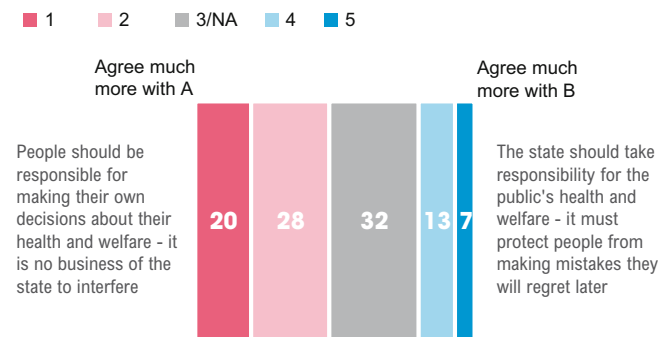
We have a particular expertise in helping clients understand how to operate when faced with complex policy issues.



How much should Government do?

The public want people to be responsible for making their own decisions about health and welfare rather than rely on the state to intervene (48%). Only one in five (20%) believe that the state should take responsibility and protect people from their own mistakes.

Q. Please read each pair of statements and decide which comes closest to your own opinion.



Base: 2,019 British adults, 9 May - 5 June 2008

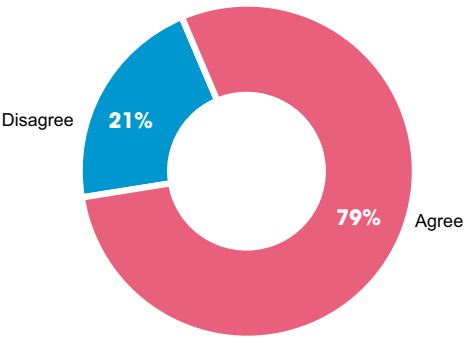
Ipsos MORI is a multi-specialism agency; a trusted and well-respected name within the Healthcare industry.

- We have our finger on the pulse of changes in health policy and opinion enabling us to look at the bigger picture
- We share learnings across specialisms, leveraging ideas from each other in order to enhance our research solutions
- Our researchers have unparalleled experience across the whole of the NHS, from patients and prescribers through to policy makers
- We tackle the important business questions our clients have, we do not simply present them with data

What makes Ipsos MORI Health unique is our ability to access high quality public data via our links with the Ipsos MORI Social Research Institute. Via our public sector work (including work for the NHS) we know what the British public and providers think about major political, economic and healthcare issues.

Who should run public services?

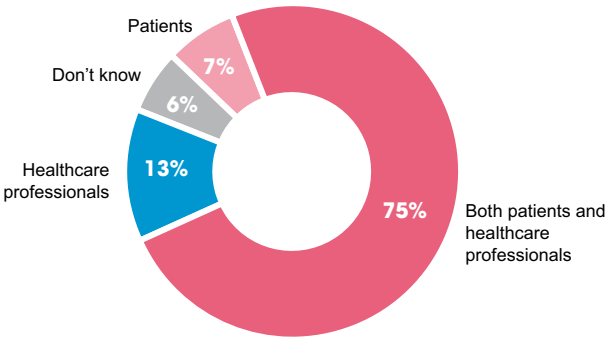
In June 2008, 79% agreed that ‘in principle, public services should be run by the Government or local authorities, rather than by private companies’.



Base: 2019 British adults 9 May - 5 June 2008

The majority of patients believe that treatment decisions should involve both patients and Healthcare professionals.

Q . Who do you think should make decisions about patient treatment in the NHS?



Base: 958 UK adults, fieldwork dates: 3 – 9 April 2009

Further information

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About Ipsos MORI

Ipsos MORI is one of the largest and best known research companies in the UK and a key part of the Ipsos Group, a leading global research company. With a direct presence in 60 countries, our clients benefit from specialist knowledge drawn from our five global practices: public affairs research, advertising testing and tracking, media evaluation, marketing research and consultancy, customer satisfaction and loyalty.