

ICOMED: PHYSICIANS' INSIGHTS REFRESHED ANNUALLY

Now with **GP INSIGHTS** available again

YOUR CHALLENGE

THE FIRST RULE OF COMMUNICATION IS TO KNOW YOUR AUDIENCE. WHAT'S THEIR SITUATION? WHAT ARE THEIR VIEWS? WHAT INFORMATION DO THEY NEED?

In life sciences sales and marketing, you can't answer those questions if you don't even know which physicians the best audience for your brand/indication are. For your sales and marketing to be efficient and effective, you need inside information on:

- What's the **prescribing intention** for each prescriber, by indication?
- How many **patients** does each prescriber **potentially** see, by indication?
- How different are **patient journeys** on a national/regional/territory level?
- How does each physician **prefer to be contacted**?



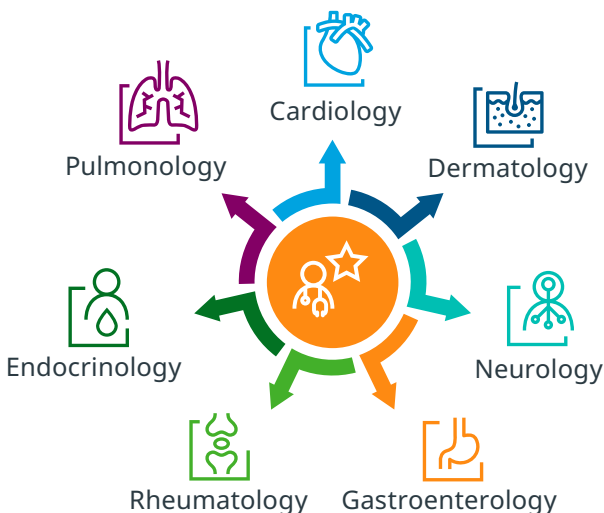
THE SOLUTION

A YEARLY SYNDICATED SURVEY CONDUCTED AMONGST SPECIALISTS AND GENERAL PRACTITIONERS

Each year, IQVIA questions (via paper questionnaire) physicians about their practices. The research is conducted between October and December. The result of this survey is a database of high-quality, aggregated results from a large, representative sample of physicians reported on a national, regional, and physician level.







SPECIALISTS

The entire active population of specialists in the country is recruited



GENERAL PRACTITIONERS

The questionnaires cover current market relevant indications. **ICOMED GP** will include the digital profiles on up to 2000 responders in 5 specific indications.

 NOAC	 Asthma/COPD
 Diabetes/ Dislipidemia	 Ulcerative Colitis
 Depression	 Digital preference

THE RESULTS



THE ICOMED SURVEY DATA OFFER INSIGHTS INTO YOUR PRODUCT'S MARKET SHARE, HOW TREATMENTS ARE USED, THE PATIENT JOURNEY, AND WHICH PHYSICIANS PRESENT THE MOST POTENTIAL FOR YOUR BRAND.

The data include:

- Each physician's **practice size**
- The patient **potential** (total and new) of individual physicians **by indication**
- Each physician's **attitude** around initiating and using **specific treatments**
- The physician's **prescribing habits**, by indication for a given product
- Each respondent's **channel preferences**

POWERFUL INSIGHTS



Optimized targeting (of individuals and of hospitals, when physician data are linked to their hospital affiliations)



Efficient investment decisions



Creation of powerful messages

OPTIONS



FLEXIBILITY AND TRENDS OVER TIME

- Responders can be crossed with **your target list** upfront
- **10 years** of trend data available
- Multiple years can be combined for a response rate approaching **40%** on some questions
- Data can be purchased on a **national/ regional / or individual physician** level
- **Extrapolation** possible in combination with other IQVIA data
- **Hospital affiliation information** can be included
- Data can be **delivered in different formats:** Excel, Power Point, QlickSense and Doctor Fiches

OUR PROMISE



SUPERIOR QUALITY

- Response rate of 15–20%
- Only 5–7% rotation in panel per year
- Many of the same questions asked year after year
- Back data used to check for trend breaks

CONTACT US

For more information about

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