## Physician Quantitative Research (1 of 3)



Multiple waves of online quantitative research with primary care physicians who received product detail in the past week.

Online quantitative survey with 900 dermatologists

Quantitative online surveys with PCPs, Orthopedists and Rheumatologists

Online quantitative survey with PCPs, Pulmonologists and Allergist/
Immunologists

Online surveys with physicians & office staff in physician offices, ASCs, urgent care clinics & community health centers

Detail Assessment Research

To evaluate the impact of the detail on future behavior, measure message recall, and evaluate sales rep effectiveness.

Physician Segmentation

Segment physicians based on attitudes and needs to understand different personas and inform targeted marketing strategy

Physician Messaging Research

Assess message recall and message understanding to inform message refinement and evaluate sales execution

Physician Message Tracking

Understand sales
force execution in
educating HCPs about
the benefits of a
biologic therapy,
awareness of
programs and brand
perceptions

Un-met Needs Research

Validate key pain points and un-met needs for message development



## Physician Quantitative Research (2 of 3)



Quantitative online surveys with physicians and office staff in physician offices

Online surveys with

Retina Specialists

treating wet agerelated macular
degeneration (wAMD)
& diabetic macular
edema (DME)

Online surveys with Physicians, Nurses and Office Managers Quantitative online survey with Rheumatologists

Online quantitative survey with Cardiologists, Hospitalists and PCPs who treat chronic and acute heart failure (CHF & AHF)

Physician Office Net Promoter Research

Assess B2B customer satisfaction with medical supply purchasing and opportunities for improvement

Physician Message Testing

Assess reactions to potential messages for HCPs and acceptability of prospective messages for their patients

Price and Messaging Research

Assess the impact of price and messaging on interest in a new injection device

Brand Forecast Research

Discrete choice study to quantify demand estimate for a new formulation of an immunology agent in the face of a potential new competitor Market
Opportunity
Research

Identify critical points in AHF & CHF treatment process and determine opportunities for new treatments



## Physician Quantitative Research (3 of 3)



Online survey with transplant surgeons and physicians, transplant coordinators and Nephrologists

Online survey with PCPs and Pediatricians

Online survey with PCPs and Cardiologists

Online survey
Endocrinologists,
Cardiologists and
PCPs

Online survey with Medical Directors and Directors of Nursing at Skilled Nursing Facilities

Brand Protection Research

Quantify prescribing practices to inform brand protection opportunity against generics, after loss of patent

Physician Targeting Research

Segment physicians to identify different opportunity segments for targeting and messaging

Market Sizing & Early Adopter Cloning

Quantify market
appeal for an
emerging heart
failure treatment,
profile HCPs with
highest interest and
identify similar HCPs
in database

Physician ATU

Monitor brand awareness (unaided and aided) and brand perceptions to understand market landscape dynamics

Message Research

Assess message preference and optimal reach (MaxDiff & TURF) in a nursing home setting versus physicians in a retail setting

