

# IQVIA WellTrack 3: Emerging Stronger

## Healthcare consumer and practitioner behavior tracker

### NAVIGATING AN EVOLVING HEALTHCARE ENVIRONMENT

The COVID-19 pandemic has reshaped the healthcare landscape in Southeast Asia. To stay ahead, consumers, pharmacists and healthcare professionals are adapting from typical face-to-face interactions to digital and hybrid form of engagements.

IQVIA WellTrack, a syndicated market research study, helps organizations move forward by quantifying the behavior changes of healthcare patients/consumers and pharmacists using an online survey methodology.

In WellTrack 1 and 2, we focused on proactive healthcare supplementation, monitoring, and digital consumption preferences within each unique market. As we continue in this evolving environment, WellTrack 3 looks to navigating the 'future state' and emerging stronger to overcome any new challenges.



### QUANTIFY HEALTHCARE-SPECIFIC BEHAVIOR CHANGE ACROSS STAKEHOLDERS

**IQVIA WellTrack** has been designed to help businesses ascertain the near-term and long-term impact of fast-changing healthcare patient/consumer behavior and pharmacist needs, and adapt their strategies to enable business growth.



Identify emergent healthcare needs



Change and adapt current marketing mix



#### Patients / Consumers

- What are priority healthcare category in the new normal?
- How does the patient pathway look like and how do they medicate?
- What channels do patients/consumers use to consult with HCPs/pharmacists and to purchase their healthcare needs?
- What are barriers for teleconsultation?

#### Pharmacists

- Do consumers purchase what pharmacists recommend?
- Are prescription medications more physically or digitally dispensed?
- How do healthcare companies best reach and engage with pharmacists today?

#### Healthcare professionals

- How do health conditions or the patient pathway look from the HCPs point of view?
- What are the telehealth/telemedicine and digital engagement preferences/adoption rate of HCPs?
- What are HCPs patient volumes, their health concerns and conditions?

Understand and validate

**THE METHODOLOGY INVOLVES THREE PHASES, UTILIZING FRAMEWORK ANALYSIS TO QUANTIFY BEHAVIORAL AND ATTITUDINAL CHANGES**



*Full WellTrack Module*  
**Total Patient / Consumer Sample with validating HCP and Pharmacist Insights**

- National Sample Size:**
- 5,000 Patients/Consumers
  - 560 Pharmacists/Drugstore Frontliners
  - 930 Healthcare professionals



*WellTrack Lite*  
**Category Level Insights**

Custom filtered report among specific category purchasers, with a minimum sample size of 300

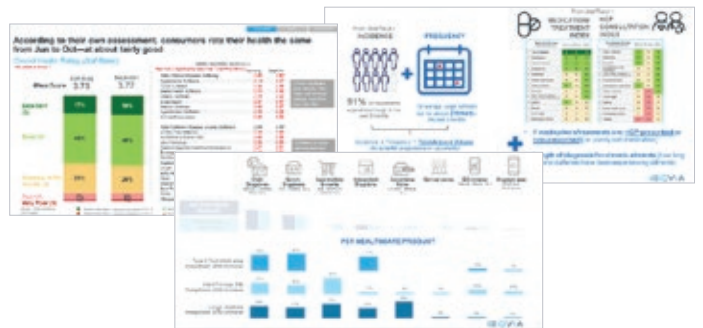
*Example: pediatric cough purchasers, adult vitamin C purchasers, diabetes product purchasers*



**Fully online interview**  
 IQVIA partners with top online panel providers for clean and verified data (built-in data checks and respondent back-checking).



**Output**  
 IQVIA WellTrack delivers quantified analysis of key findings and insights in a slide format, including actionable recommendations on specific business questions and hypothesis.



**IQVIA WELLTRACK COVERS TOP HEALTHCARE CATEGORIES**

IQVIA WellTrack covers key cities, nationwide for the following market:



Vaccines	Cancer	Wound care	Dermocosmetics
Cough & cold relief	Pain relief	Diabetes	Digestives / gastrointestinal remedies
Nutrition (infant & adult nutrition milks)	Cardiovascular	Antibiotics	Asthma
Food / herbal supplements	Medical devices	Patient care / protection products	Vitamins, minerals, & supplements

The world has changed. We are here to help. Contact your IQVIA representative today to learn more about **IQVIA WellTrack**.



**CONTACT US**  
 asia@iqvia.com