

IQVIA WellTrack 4: Opportunity Amidst Uncertainty

Healthcare consumer and practitioner behavior tracker

Exploring the evolving healthcare landscape

The post-COVID-19 pandemic has ushered in a new normal and various changes to Southeast Asia's healthcare landscape. Inflation is a key factor driving these changes. While consumers and healthcare professionals typically engage in face-to-face interactions, there is also a growing interest in hybrid arrangements. Assessing changes in consumer medication and consultation-seeking behavior is crucial amid the current economic environment.

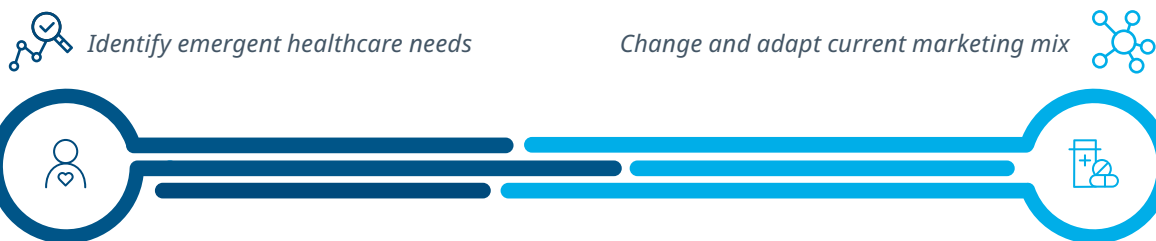


IQVIA WellTrack is a syndicated market research study that helps organizations move forward by quantifying the behavior changes of healthcare patients/consumers, using an online survey methodology.

In WellTrack 1, 2 and 3, we focused on notable stakeholder engagement and consumption preferences, while navigating emerging challenges within each unique market. As we continue to explore the shifting healthcare landscape, **WellTrack 4** delves into discovering opportunities amidst uncertainty, particularly when inflation poses risks to consumer spending.

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 healthcare practitioner needs, and to adapt their strategies to enable business growth.



Identify emergent healthcare needs

Change and adapt current marketing mix



Patients/consumers

- What are priority healthcare categories 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?

Healthcare professionals

- What are the telehealth/telemedicine and digital engagement preferences/adoption rate of HCPs?
- How do companies engage with HCPs and is the engagement model aligned to meet the HCPs expectation?

Understand and validate

Utilizing framework analysis to quantify behavioral and attitudinal changes



Full WellTrack Module

Total patient/consumer sample with validating HCP insights

National sample size:

- 5,000 patients/consumers
- 180 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

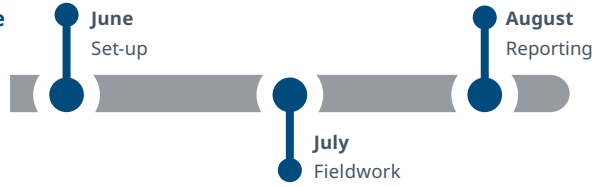


Fully online interview

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



Timeline



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 and key cities in Southeast Asia

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



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



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