

ICOMED: Physicians' Insights Refreshed Annually

Ensure the best audience for your brand/indication

Your Challenge

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

In life sciences sales and marketing, you can not answer these questions if you do not even know which physicians are the best audience for your brand/indication. 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?



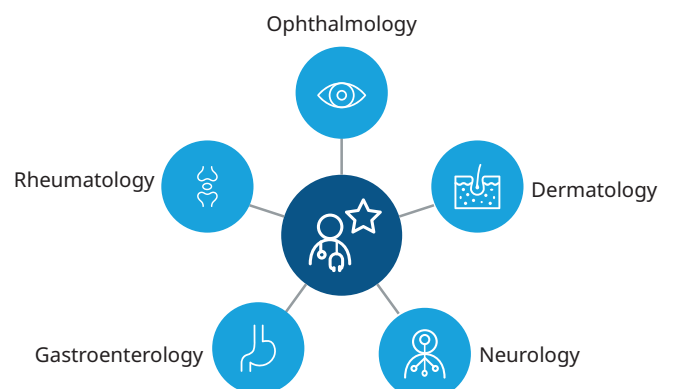
The Solution

A YEARLY SYNDICATED SURVEY CONDUCTED AMONGST SPECIFIC SELECTED SPECIALISTS

Each year, IQVIA questions (via paper and online questionnaire) physicians about their practices. The research is conducted between November and February. 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.



The Result

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

Options

FLEXIBILITY AND TRENDS OVER TIME

- Responders can be crossed with **your target list** upfront
- 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, dynamic dashboard and Doctor Fiches

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



Our Promise

SUPERIOR QUALITY

- Response rate of 8-10% ensuring a representative sample of the active population in each physician specialty
- Only 5-7% rotation in panel per year
- Evolution tracking
- Back data used to check for trend breaks

CONTACT US

For more information about the Icomed survey, please contact
Lien Caveye, Engagement Manager
lien.caveye@iqvia.com
[iqvia.com](https://www.iqvia.com)