

# INSPIRING BETTER HEALTHCARE SYNDICATED SERVICES

## The Ipsos Global Therapy Monitors

Representative panels of treating physicians provide...

### 1. KEY STAKEHOLDER CHARACTERISTICS

#### Physician Demographic Form

Gathers specialty, years in specialty, practice type, patient volumes, associations, etc.

Allows segmentation of the prescriber population

### 2. STAKEHOLDER PERCEPTIONS

#### Physician Perceptual Questionnaire (PPQ)

Gathers product perceptions on key metrics, awareness of current therapies & investigational products, future use, reasons for change, etc.

Reveals drivers & barriers behind prescribing behaviour and the future market landscape

*Subscribers have the option to add a small number of proprietary questions per wave  
Note: PPQ is not available in Oncology*

### 3. PATIENT-LEVEL PRESCRIBING DATA

#### Patient Record Form (PRFs)

Gathers patient demographics, disease severity scores, biomarker test results, diagnosis info, current & previous treatments, reasons for switch, etc.

Enables understanding of the patient management and the patient journey



## What are the disease areas covered by Therapy Monitors?

### ONCOLOGY

- Oncology
- Oncology Molecular Diagnostics

### VIROLOGY & LIVER DISEASES

- HIV
- Hepatitis B
- Hepatitis C
- Nonalcoholic Steatohepatitis

### CARDIOVASCULAR

- Venous Thromboembolism
- Stroke Prevention in Atrial Fibrillation
- Pulmonary Arterial Hypertension
- Chronic Thromboembolic Pulmonary Hypertension
- Transthyretin Amyloid Cardiomyopathy
- Transthyretin Amyloid Polyneuropathy

### AUTOIMMUNE

- Multiple Sclerosis
- Rheumatoid Arthritis
- Psoriatic Arthritis
- Osteoarthritis
- Ankylosing Spondylitis
- Non-Radiographic Axial SpA
- Ulcerative Colitis
- Crohn's Disease
- Psoriasis
- Hidradenitis Suppurativa
- Atopic Dermatitis
- Prurigo Nodularis
- Lupus

### RESPIRATORY

- Severe Asthma & Nasal Polyps
- Idiopathic Pulmonary Fibrosis

### RARE BLOOD DISEASES

- Haemophilia
- Immune Thrombocytopenia
- Sickle Cell Disease
- Anemia in Chronic Kidney Disease

### OPHTHALMOLOGY

- Wet AMD
- DME
- RVO

### OTHER

- Growth Hormone Deficiencies
- Migraine
- Parkinson's
- Alzheimer's

# The Key Facts about **Global Therapy Monitors**

## WHAT?

Syndicated patient chart review studies that track usage of treatments across **30+** key disease areas.

## HOW?

**Panels of treating doctors** provide real-world patient treatment data & perceptions, providing a 360° view of the market.

## WHEN?

Clients use data to track product usage, define & profile their audience and predict their ever-changing markets.

## WHERE?

**30+ markets worldwide**, with others on demand.

## WHY IPSOS?

**Most comprehensive global portfolio** of syndicated patient chart audit data available; highest levels of **service** and greatest **therapeutic expertise**.

## JUST SOME OF OUR LATEST PUBLICATIONS

### GENDER DIFFERENCES IN THE MANAGEMENT OF SPONDYLOARTHRITIS (SPA) PATIENTS

AUTHORS: Denise Baldock – Ipsos  
POSTER PRESENTATION (ACCEPTED FOR): EULAR 2023 | Milan | 31 May – 2 June 2023

### EXAMINING MENTAL HEALTH DISEASE BURDEN AMONG CROHN'S DISEASE (CD) PATIENTS IN EUROPE

AUTHORS: MamTing Thoo, Elizabeth Baynton – Ipsos  
POSTER PRESENTATION AT: ECCO 2023 | Copenhagen | 1 – 4 March 2023

### BLEEDING RATES IN SEVERE NON-INHIBITOR HAEMOPHILIA A PATIENTS ACROSS US, EU4 & UK AND JAPAN

AUTHORS: Isabel Palau, Nicole Allie, Arina Mohd Rosli – Ipsos  
POSTER PRESENTATION AT: ISTH 2022 | London, UK | 9 – 13 July 2022

### ASTHMA PATIENT ADHERENCE TO BIOLOGIC AND NON-BIOLOGIC TREATMENTS

AUTHORS: Michelle Tan, Kelly Kueh – Ipsos  
POSTER PRESENTATION AT: ERS Congress | Barcelona, Spain | 4 – 6 September 2022

### IMPORTANCE OF GENE THERAPY FOR THE FUTURE OF NAMD

AUTHORS: Kate Roche & Anusha Phillip - Ipsos  
POSTER PRESENTATION AT: EURETINA 2022 Congress | Virtual | 1-4 September 2022

### INVESTIGATING MONOTHERAPY AND COMBINATION THERAPY TRENDS IN NEWLY DIAGNOSED PATIENTS WITH PULMONARY ARTERIAL HYPERTENSION AMONG EU3 & UK PHYSICIANS OVER THE COVID-19 PANDEMIC

AUTHORS: Dale Chandler, Nicole Allie, Lizy Gill, Nur Syarmimi – Ipsos  
POSTER PRESENTATION AT: ESC Congress | Barcelona, Spain | 26-29 August 2022

## About the Ipsos Healthcare Service Line

We are a global insight, analytics and advisory partner to the healthcare sector. Our multi-disciplinary teams deliver integrated services and proprietary real-world evidence across the product lifecycle. This enables our clients to act with clarity, certainty and speed.