

INSPIRING BETTER  
HEALTHCARE  
**SYNDICATED  
SERVICES**

## GLOBAL SYNDICATED HEALTHCARE SERVICES

Demand for real world evidence has never been greater, as biopharma and other companies seek to understand – and demonstrate – the use and performance of their products in clinical practice.

Global Therapy Monitors, the flagship studies in Ipsos' syndicated portfolio, provide real-world patient data layered with HCP perceptions in over 30 common and rare diseases worldwide.

Our other syndicated studies, many leveraging the Therapy Monitor framework, focus on pharma promotional impact, the patient experience by disease area and key healthcare topics & trends.

Gold standard data is only the foundation. Highly bespoke deliverables, therapy area knowledge and data science expertise all combine to optimise our clients' decisions across the product lifecycle.



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# Our Portfolio

A comprehensive and ever-evolving focus



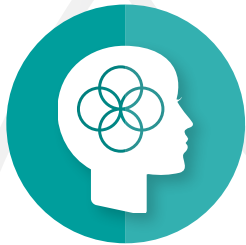
## **Syndicated Real World Evidence Studies**

Uncovering real-world prescribing behaviour and treatment management in 30+ diseases worldwide



## **Syndicated Promotion Studies**

Understanding the impact and optimisation of pharma promotional activity



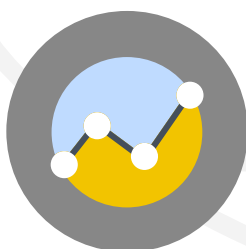
## **Syndicated Patient Studies**

Highlighting the needs, challenges and experiences of patients with specific diseases



## **Syndicated Topics & Trends Studies**

Deep-dives into current issues and dynamics, e.g., impact of regulatory rulings



## **Data Science & Analytics**

Digging deeper into our data sets, and other data sources, to unearth new insights

# Our Studies

Answering the questions our clients have, and those they have yet to discover...

## REAL WORLD EVIDENCE STUDIES

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- Global Oncology Monitor
- Oncology Molecular Diagnostics Portfolio
- Autoimmune Therapy Monitors
- Virology & Liver Disease Therapy Monitors
- Respiratory Therapy Monitors
- Cardiovascular Therapy Monitors
- Rare Blood Disorder Therapy Monitors
- Ophthalmology Therapy Monitor
- Biosimilar Impact Studies
- Drug Prescription Monitoring (across therapy areas)
- & more...

## PATIENT STUDIES

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- Patient Communities
- Caregiver Communities
- Ethnography Studies
- Patient Journey Studies

## DATA SCIENCE & ANALYTICS

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- Oncology Uptake Tool
- I-O Mental Mapping
- Market Mapping
- Future Market Mapping
- Driver Analysis
- Segmentation & Profiling
- Attitudinal Equity

## PROMOTION STUDIES

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- Conference Assessment Studies
- Salesforce Effectiveness Study
- Detailing Strategy Study
- Advertising Investment & Impact Studies
- Integrated Prescription Influence Study
- Pharmacist Influence Study
- Promotion Trackers
- Sales Audits
- Multi-Channel Optimisation Study

## TOPICS & TRENDS STUDIES

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- Global Vaccine Study
- COVID-19 Diagnostics & Therapeutics Study
- Digital Doctor Studies
- Topical Social Listening

# Spotlight on Global Therapy Monitors

Uncovering real-world prescribing & treatment behaviours

## THE DISEASES COVERED



ONCOLOGY & MDx



AUTOIMMUNE



VIROLOGY & LIVER DISEASES



RESPIRATORY



CARDIOVASCULAR



RARE BLOOD DISORDERS



OPHTHALMOLOGY



OTHER DISEASES

## THE KEY FACTS

- Doctor demographics & perceptions layered with real-world patient data\*
- Wave on wave of disease-specific data available over years or decades
- Operational excellence and a globally consistent methodology
- Local fieldwork expertise & client partnerships to ensure accurate samples
- Dedicated analysts providing bespoke deliverables & expert servicing
- Proprietary analytics & data scientists to integrate and interrogate data sets
- Insights across the product lifecycle with applications for multiple client teams
- Experience & proven framework to quickly establish new monitors on demand

*\*Perceptual information is not collected in oncology*

### 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.