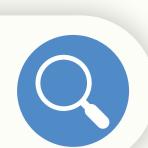
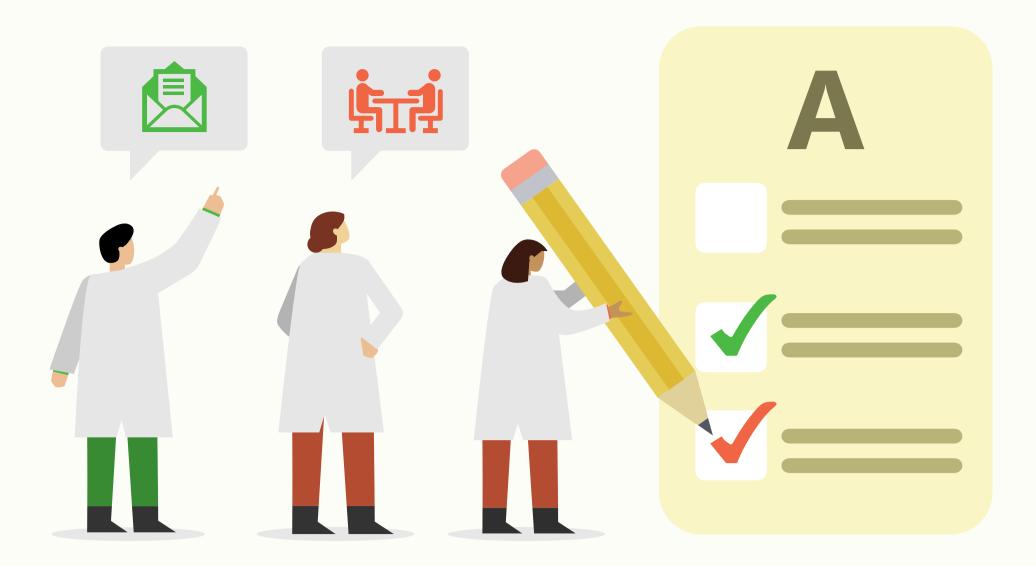




## **Physician Interest and Participation in Market Research**













### **Interest Levels in Different Types** of MR Studies Top 2 Box

As perceived flexibility and convenience decrease, so do interest levels.

Online surveys/questionnaires	94%
A follow-up discussion related to an online survey/questionnaire	76%
One-on-one telephone interviews using a screen sharing tool	70%
Web-based interview with video chat (e.g. over Skype, FaceTime, or Zoom)	69%
Online discussion forums	67%
One-on-one telephone interviews	65%
Observational research	62%
Face to face interviews completed in your office	57%
Focus groups in a central facility location	50%
In-person interviews in a central facility location	45%

0%









100%

## **Factors Influencing MR Participation** Many of these can be optimized to improve participation.

# Top 3



Incentive

91%

94%



complete surveys

Flexibility in time to



**87%**Research topic

**Other Influences** 



dates/times

84%

**73%** 

Flexibility in terms of

Flexibility on booking



preferred methodology

61%

with respondents

Results of research shared

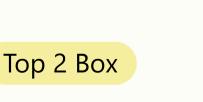


46% Survey provider





products





THIRD

MD Analytics®

**General Practitioners** 



94%

82%

76%

**Specialists** 





Patient journey

New/soon-to-be-launched





Current use and perception of brands

Corporate image/reputation

78%

57% 52%