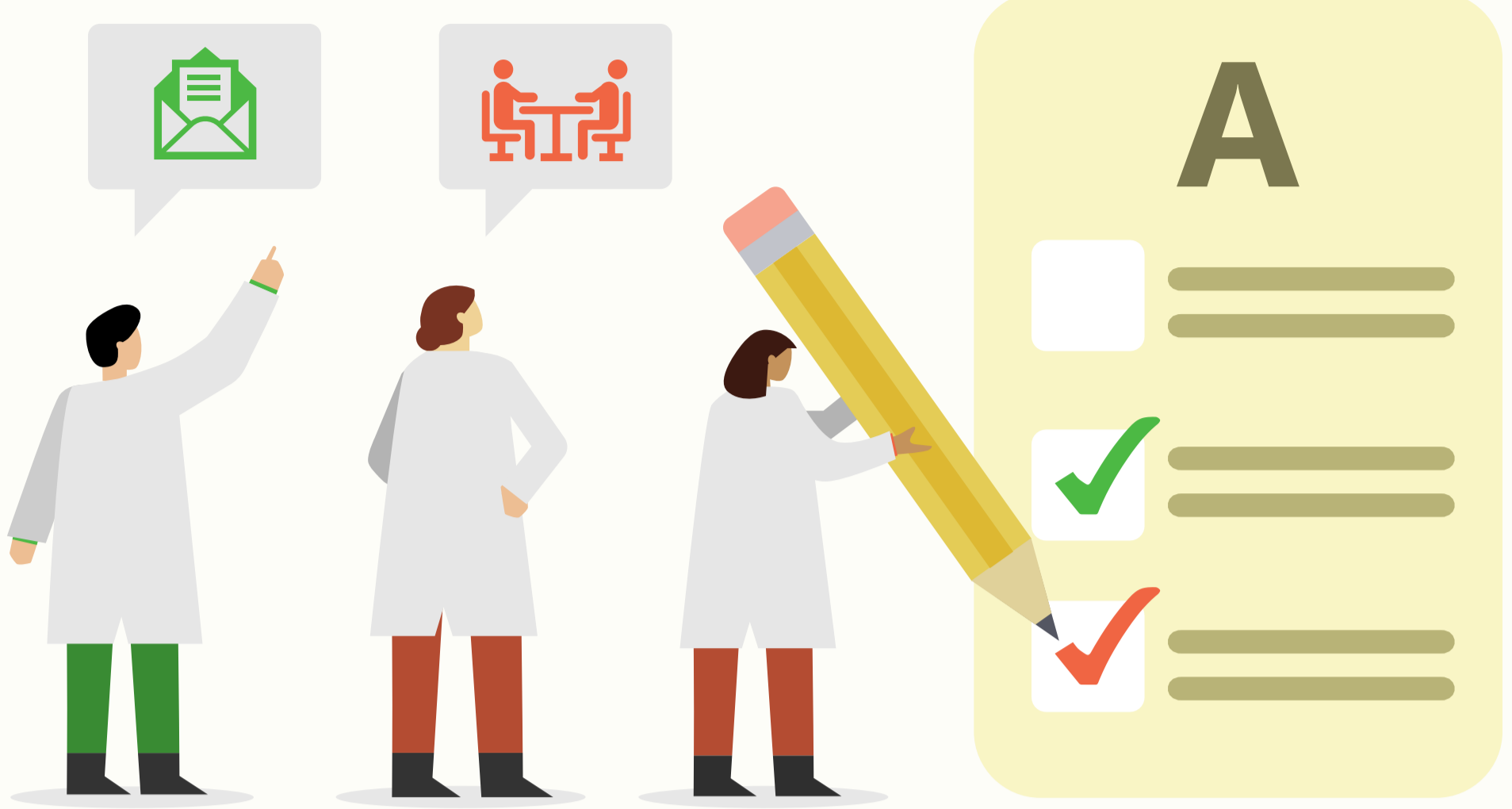


General Practitioners

Specialists

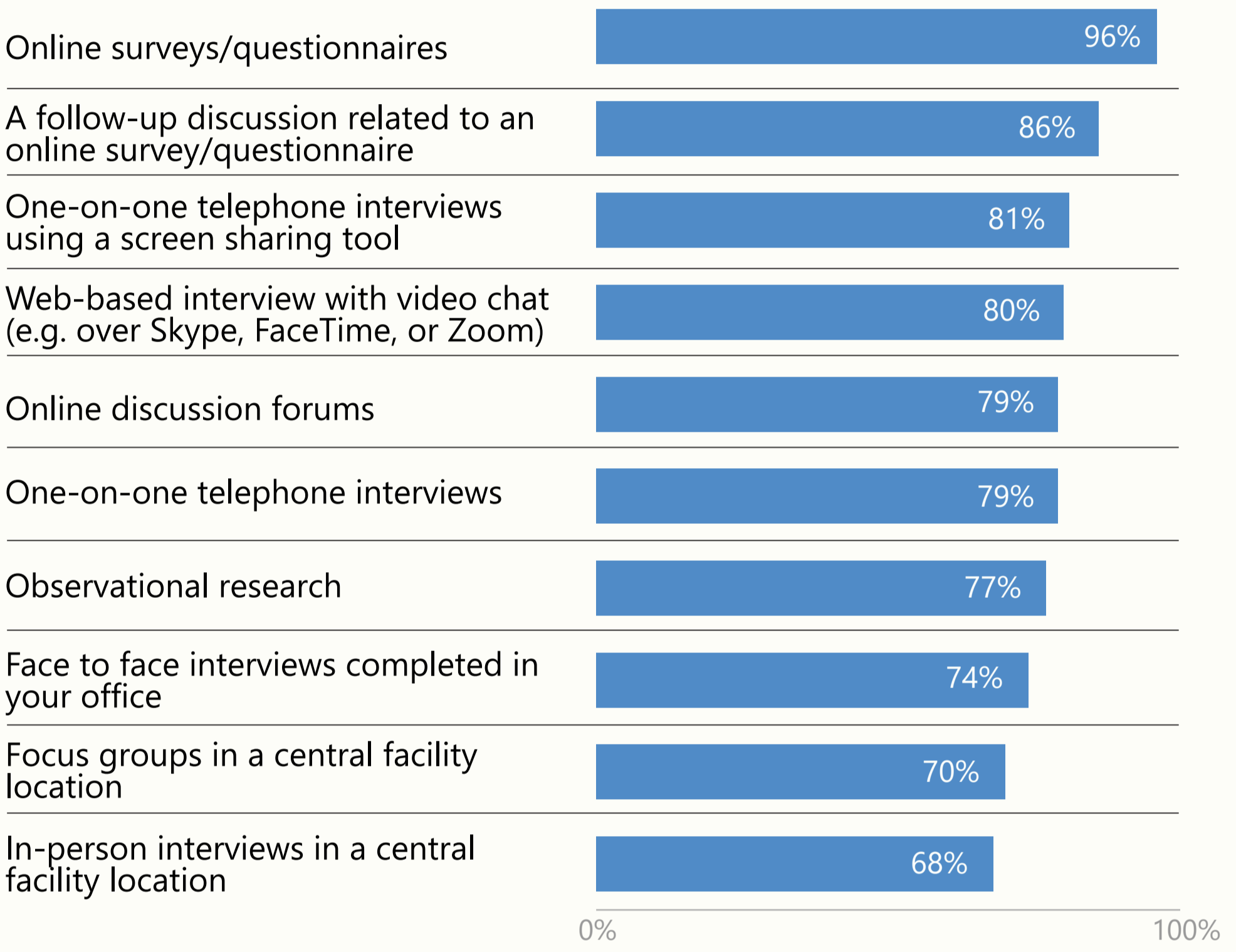
## Engaging Physicians in Market Research



## Interest Levels in Different Types of MR Studies

Top 2 Box

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



## Factors Influencing MR Participation

Many of these can be optimized to improve participation.

### Top 3



94% Incentive



90% Research topic



89% Flexibility in time to complete surveys

### Other Influences



87% Flexibility on booking dates/times



79% Flexibility in terms of preferred methodology



72% Results of research shared with respondents



65% Survey provider

## Topics of interest

Top 2 Box



General Practitioners

Specialists

New/soon-to-be-launched products	86%	93%
Current use and perception of brands	82%	91%
Patient journey	86%	79%
...		
Corporate image/reputation	60%	73%