

PROJEKT- / ANALYSEBEISPIEL

QUANTITATIVES TRACKING

Fragestellung:
Wie entwickeln sich die Wahrnehmung sowie die Verordnung eines bestimmten Präparats über die Zeit?

Kunde:
Pharmaunternehmen

Methode:
Regelmäßige quantitative Onlinebefragung

Stichprobe:
Ca. 150 Ärzte



Auf den folgenden Folien
finden Sie zwei Ergebnis-/
Analysebeispiele dieser
Studie.

Auftraggeber und Marke
sind anonymisiert.

WAVE 1

Target Group X

DASHBOARD



Method:
Online survey
(10 min.)
in CW 12



Wo: n=150
W1: N=138

Characteristics of the sample:

51% female
49% male

19,7 years of experience on average

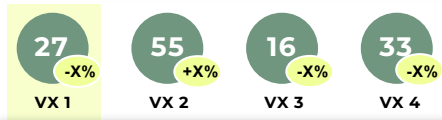
1.666 tickets on average

CHANGES IN NUMBER OF PATIENTS

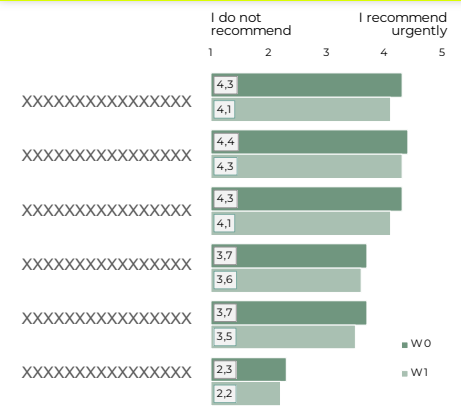
Details in av. number of pat. / week

	W0	W1
Pat. with XXX	77	66 (-X%)
Pat. with XXX	88	99 (+X%)
Pat. XXX	55	56 (+X%)

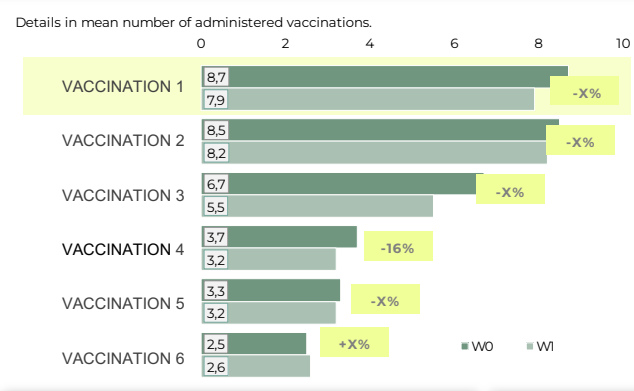
% OF OFFICES WITH XY



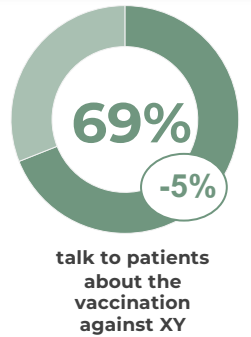
RECOMMENDATION OF XY VACCINATION



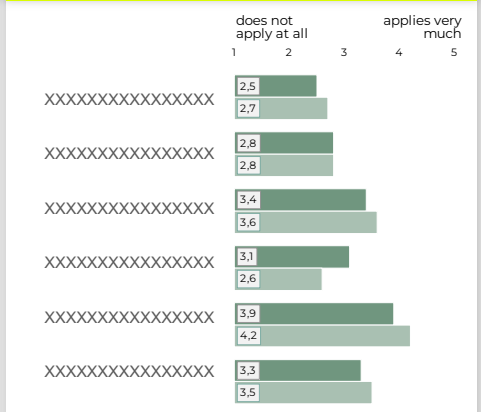
CHANGES IN AV. NO. OF VACCINATED PATIENTS



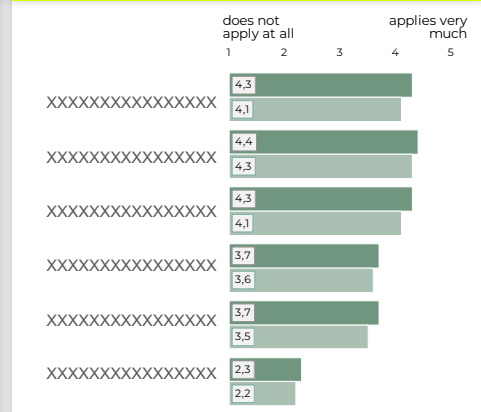
XY VACCINATION



BARRIERS IN XYVACCINATION



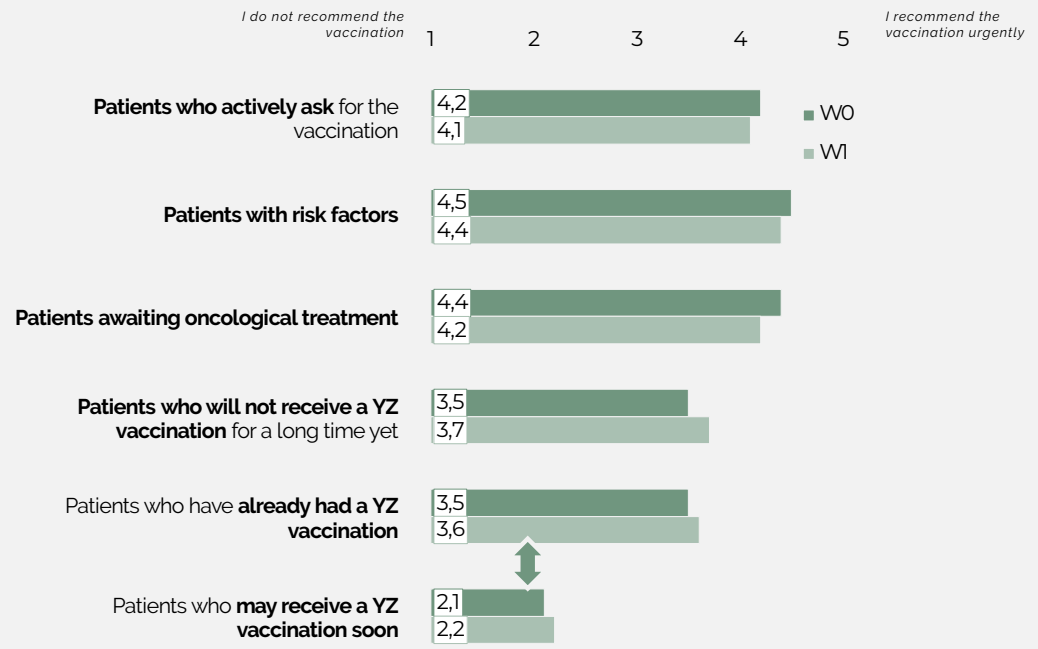
DRIVERS IN XYVACCINATION



Somewhat more patients address the vaccination against XY.

Patients with risk factors and those who are awaiting oncological treatment are still the most important groups.

RECOMMENDATION OF THE VACCINATION AGAINST XY



WO: n=150
WI: n=138

NUMBER OF PATIENTS ADDRESSING THE VX



actively ask their GP about the vaccination against XY (per week)



Again, the GPs are **more willing to recommend the vaccination to those who are already vaccinated against YZ** than to those who may receive the vaccination soon.

Questions:

- 17) How urgently do you currently recommend the XY vaccination?
- 20) How many patients actively contact you about a XY vaccination each week?