



Healthcare Dynamics Model

A changing balance of influence complicates the dynamics of brand choice

- Relative dominance of the prescribing physician is being eroded
- Patients more knowledgeable and empowered
- Third Party Payers exerting more influence on brand choice
- Other HCPs growing in influence
- Greater regulatory intervention



Ipsos Healthcare

The Healthcare Research Specialists

Healthcare Dynamics Model

The integrated, multi-stakeholder buying process methodology from Ipsos Healthcare

6 Key Deliverables



TransActional Mapping



Stakeholder Variance



Market Leakage Model



Time-to-Outcome



Targeted Segment Solution



Dynamic Patient-Flow Simulator

Benefits of HDM

- Robust and efficient architecture**
 Pre-developed framework delivers commercially-meaningful research
 Richer data than secondary/syndicated: the 'why' not just the 'what'
- Integrated findings from multiple stakeholders**
 More accurate understanding of market dynamics
- Modular & 'Refreshable' and therefore cost-efficient**
 Add other stakeholders in the future
 Refresh (not repeat) if market dynamics change
- Business-oriented comprehensive analysis**
 Leverage point focus yields actionable recommendations

Contact

To find out more, please contact:
hdm@ipsos.com

About Ipsos Healthcare

Ipsos Healthcare is a global business focusing on research in the pharmaceutical, bio-tech, and medical device markets. It is also the leading provider of global syndicated patient chart studies covering over 20 different disease areas in over 20 countries. Operating in over 40 countries, the team of 600 healthcare market researcher experts, marketers and client-side brand-builders focus on delivering outcome-oriented research for its' clients. Drawing from a broad range of qualitative and quantitative techniques, Ipsos Healthcare offers custom and syndicated research programs to evaluate motivations, experiences, interactions and influence of stakeholders forming the multi-customer markets which increasingly drive business success in the healthcare industry.