



Ipsos Healthcare

The Healthcare Research Specialists

Syndicated Therapy Monitors

Ipsos Healthcare delivers market-leading syndicated patient chart audits across a wide range of disease areas. Spanning both established and emerging markets, these robust studies enable our clients to:

- **Understand market size and competitive structure**

Validate your knowledge of current treatment practices in the disease area

Quantify the size of the prescribing opportunity

- **Track competitor product use – patient types, etc.**

Monitor the impact of new treatment strategies & assess competitor performance

Understand how these products are used across indications (and off-label usage)

- **Gauge new product uptake / penetration**

Identify where penetration is lower / higher than expected

- **Provide forecast inputs for potential products**

Market shares

Adoption curves

- **Assess treatment outcomes by regimen**

Calculate the proportion of patients who had a good response

Understand the number of patients who fail treatment

Understand the number of patients who stop treatment due to side effects

COVERAGE

20+ disease areas
200,000 patient record forms
4,000 physicians
30+ markets

DATA

Greatest Breadth & Depth
Clinical as well as perceptual
Flexible analyses

KNOWLEDGE

Dedicated therapeutic experts
Local market knowledge
Global market understanding
Market research expertise

DELIVERY

Rapid Turn-Around of Data
Insightful tools for Data Delivery
Extensive Service Package
Customized for Each Client

Contact

To find out more, please contact:
therapymonitors@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.