



**SHC**

Perfect Data.

## At SHC, Your Opinions Matter Most

We surveyed **450+** of our HCP panelists who have participated in Qualitative research on their experiences, preferences, likes and dislikes. They provided informative feedback and suggestions for interview moderators, pharma companies, and advertising agencies. We've compiled the most common responses below for your review...

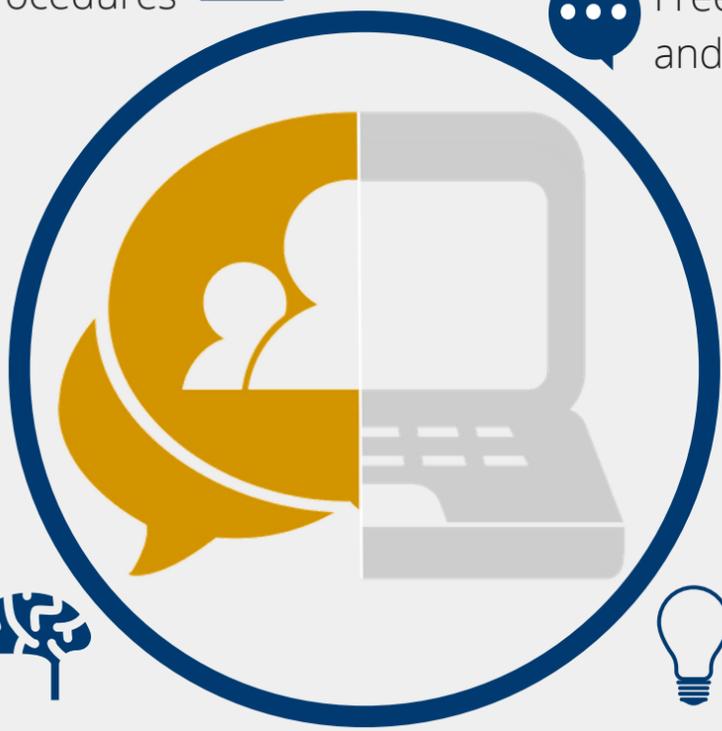
### Reasons Healthcare Professionals Prefer to do In-Depth Qual Over Online Surveys:

Ability to reflect upon my own practices and procedures



Freedom of expression and opinion

Deeper level of interaction



Higher quality of results, which leads to better outcomes

Tailored, in-depth responses vs. stark white attribute list



Thought-provoking, stimulating, and more engaging



\*With online, I get halfway through the survey and then the survey ends because the quota has been met. It's time wasted without compensation. For in-depth surveys, once you are accepted you are allowed to finish

*\*SHC does not do this*

### Feedback for Moderators from Healthcare Professionals:

Familiarize yourself with hospital lingo, and be better medically informed



Don't be a robot; feel free to go off script to get to the root of an answer

Be human; add humor & show empathy



Be candid, direct, and wary of time

Be considerate of our hectic work schedules before rescheduling



Provide follow up after all the results are in



Understand the demographics of the participants, and adapt the conversation accordingly

# Advice for Pharma Marketing and Advertising Communications from Healthcare Professionals:

Stop advertising to lay people. People come in asking for meds that aren't appropriate for them, and this encourages patients to dictate their therapy to the physician



Include clause: "this medication may not be for you"; sometimes I'm on the defensive before I even begin an exam!



Spend more time meeting with doctors/scheduling time in advance to better understand the needs of practices/physicians, PRIOR to advertising placement



Less consumer advertising and more focus on R&D



Do not over-promise or hide facts



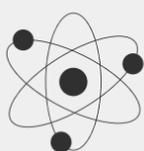
Allow more rep visits. We develop close relationships with them, and they are extremely valuable to us



I receive a lot of requests that are specifically for veterinarians (and I'm not a vet!). The initial requests should be better targeted



Everyone equates "new drug" with "big expense" and although discounts are available, nobody knows about them or where to find them



Present the most pertinent information about a product, its use, and outcomes. Utilize minimal descriptions that will be understood and remembered, Don't overload the ad with too much scientific data and unnecessary facts

Don't ignore seniors; we have a lot of experience and wisdom, a "been there, done that" mentality, and we have a patience to really care and concentrate on the topics

