

Efficient, cost-effective, exclusive

The multi-topic survey among the target group of Swiss General Practitioners

You need answers to specific marketing questions in the field of general medicine / family medicine in a fast, efficient and cost-effective way?

The online market survey «**med-panel family doctors**» by DocWorld AG provides you with a reliable basis for decision-making: **specific, fast, professional** and with an attractive price-performance ratio.

The survey waves take place on the following dates:

	Ed. Deadline I	Ed. Deadline II	Results
March	26.02.2025	05.03.2025	28.03.2025
May	30.04.2025	07.05.2025	05.06.2025
June	13.06.2025	20.06.2025	14.07.2025
August	29.07.2025	05.08.2025	29.08.2025
September	09.09.2025	16.09.2025	10.10.2025
October	23.09.2025	30.09.2025	24.10.2025

Condition for realisation: A survey wave will be carried out if a minimum of 4 questions has been received.



Please send us questions that need to be revised by us and/or approved by your clearing process until **editorial deadline I**. Internally approved and final questions may be submitted until **editorial deadline II**.

Examples of questions

- Evaluation of the product message (credibility, relevance...)
- Tracking of parameters (awareness, attitude towards the choice of treatment...)
- Use and experience with a given preparation
- Diagnosis clarification pathways

- Decision tree for therapeutic measures
- Advertising/subject-tests (attention effect, margin of association, credibility, activation effect, suitable tailoring to therapy area, ...)



Target group

The **med-Panel family doctors** is a multi-topic survey (omnibus) among Swiss general internists from German- and French-speaking Switzerland.



Questions

Participation is possible with **at least 3 questions per client (open, semi-open, closed, matrix)**. DocWorld AG will be happy to **support** you in **formulating your questions** from the date of reception until the editorial deadline. The online survey will be programmed, carried out and evaluated by DocWorld **in accordance with your questionnaire**. We will take care of the translation of your questions.



Evaluation

Three weeks following the deadline, we will send you the evaluation of your questions. You receive the results as a PDF version of a PPT presentation. The evaluation consists of aggregated results from **120 Swiss GPs separated by language region** (90 from German-speaking Switzerland / 30 from French-speaking Switzerland).



Cost

The package price is **CHF 1'350.-** per closed question and **CHF 1'650.-** per semi-open / open / matrix question (up to 6 answer options, each additional answer option CHF 200.-, plus CHF 300.- if a matrix answer option is open). The price includes support with formulation, translation of the questions, programming, and evaluation. **Additional evaluations** in Excel format are possible for an **additional charge**. **Pharmacovigilance** is charged according to expenditure.

Coordination

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