

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    |
|------------------|----------------|-----------------|------------|
| <b>February</b>  | 23.01.2024     | 30.01.2024      | 23.02.2024 |
| <b>March</b>     | 20.02.2024     | 27.02.2024      | 22.03.2024 |
| <b>April</b>     | 12.03.2024     | 19.03.2024      | 12.04.2024 |
| <b>May</b>       | 25.04.2024     | 02.05.2024      | 31.05.2024 |
| <b>June</b>      | 21.05.2024     | 28.05.2024      | 21.06.2024 |
| <b>August</b>    | 23.07.2024     | 06.08.2024      | 30.08.2024 |
| <b>September</b> | 27.08.2024     | 03.09.2024      | 27.09.2024 |
| <b>October</b>   | 24.09.2024     | 01.10.2024      | 25.10.2024 |
| <b>November</b>  | 31.10.2024     | 07.11.2024      | 03.12.2024 |

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


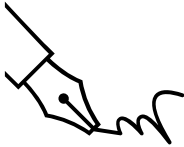

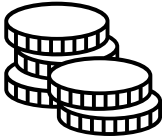


Questions that need to be revised by us and/or approved by your clearing process should reach us by the **editorial deadline I**. You can send us internally approved, final questions by the date of **editorial deadline II**.

## 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, ...)
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This list can be extended at will.

|   |  |
|---|--|
|    | <b>Target group</b><br>The <b>med-Panel family doctors</b> is a multi-topic survey (omnibus) among Swiss general internists from German- and French-speaking Switzerland.  |
|   | <b>Questions</b><br>Participation is possible with <b>at least 3 questions per client (open, semi-open, closed, matrix)</b> . DocWorld AG will be happy to <b>support</b> you in <b>formulating your questions</b> from the date of reception until the editorial deadline. The online survey will be programmed, carried out and evaluated by DocWorld <b>in accordance with your questionnaire</b> . We will take care of the translation of your questions. |
|  | <b>Evaluation</b><br><b>About three weeks</b> 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 <b>120 Swiss GPs separated by language region</b> (90 from German-speaking Switzerland / 30 from French-speaking Switzerland).   |
|  | <b>Cost</b><br>The package price is <b>CHF 1'300</b> per closed question and <b>CHF 1'600</b> per semi-open / open / matrix question (excl. VAT). The price includes support with formulation, translation of the questions, programming, and evaluation. Additional evaluations in Excel format are possible for an additional charge. <b>Pharmacovigilance</b> is charged according to expenditure.  |

## Coordination

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