

Efficient, cost-effective, exclusive

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

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**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>	19.01.2026	26.01.2026	20.02.2026
<b>March</b>	24.02.2026	03.03.2026	27.03.2026
<b>April</b>	17.03.2026	24.03.2026	17.04.2026
<b>May</b>	28.04.2026	05.05.2026	29.05.2026
<b>June</b>	26.05.2026	02.06.2026	26.06.2026
<b>August</b>	21.07.2026	28.07.2026	21.08.2026
<b>September</b>	25.08.2026	01.09.2026	25.09.2026
<b>October</b>	22.09.2026	29.09.2026	23.10.2026
<b>November</b>	27.10.2026	03.11.2026	27.11.2026


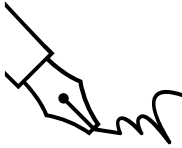


**Condition for implementation:** A survey wave will be conducted if at least four questions are received



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 survey 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, ...)

	<p><b>Target group</b></p> <p>The <b>med-Panel family doctors</b> is a multi-topic survey (omnibus) among Swiss general internists from German- and French-speaking Switzerland.</p>
	<p><b>Questions</b></p> <p>Participation requires <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.</p>
	<p><b>Evaluation</b></p> <p><b>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).</p>
	<p><b>Cost</b></p> <p>The package price is <b>CHF 1'350.-</b> per closed question and <b>CHF 1'650.-</b> 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. <b>Additional evaluations</b> in Excel format are possible for an <b>additional charge</b>. <b>Pharmacovigilance</b> is charged according to expenditure.</p>

## Coordination

Dr. med. Walter Kaiser  
+41 41 748 82 10  
[walter.kaiser@docworld.ch](mailto:walter.kaiser@docworld.ch)

Peter Mutzner, M.Sc.  
+41 41 748 82 16  
[peter.mutzner@docworld.ch](mailto:peter.mutzner@docworld.ch)

Feel free to contact us – we are pleased to provide you with advice and support.