

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
February	19.01.2026	26.01.2026	20.02.2026
March	24.02.2026	03.03.2026	27.03.2026
April	17.03.2026	24.03.2026	17.04.2026
May	28.04.2026	05.05.2026	29.05.2026
June	26.05.2026	02.06.2026	26.06.2026
August	21.07.2026	28.07.2026	21.08.2026
September	25.08.2026	01.09.2026	25.09.2026
October	22.09.2026	29.09.2026	23.10.2026
November	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**.

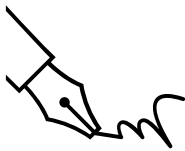
Examples of survey questions

- 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, ...)



Target group

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



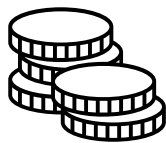
Questions

Participation requires **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 1'400.-** per closed question and **CHF 1'700.-** per semi-open / open / matrix question (up to 6 answer options, each additional answer option CHF 220.-, plus CHF 340.- 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

Dr. med. Walter Kaiser
+41 41 748 82 10
walter.kaiser@docworld.ch

Peter Mutzner, M.Sc.
+41 41 748 82 16
peter.mutzner@docworld.ch

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