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	19.01.2027	26.01.2027	19.02.2027
March	22.02.2027	01.03.2027	24.03.2027
April	15.03.2027	22.03.2027	16.04.2027
May	27.04.2027	04.05.2027	31.05.2027
June	25.05.2027	01.06.2027	25.06.2027
August	20.07.2027	27.07.2027	20.08.2027
September	24.08.2027	31.08.2027	24.09.2027
October	21.09.2027	28.09.2027	22.10.2027
November	26.10.2027	02.11.2027	26.11.2027

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, …)



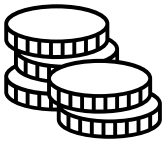
Target group
The **med-Panel family doctors** is a multi-topic survey (omnibus) among Swiss general internists from German- and French-speaking Switzerland.



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 regio**n (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

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