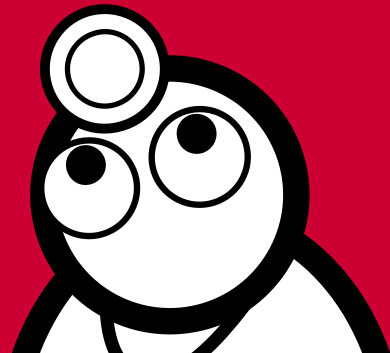


DocCheck Insights

Bringing you closer to your target group



DocCheck Insights

DocCheck's institute for market and opinion research



High level of expertise

- + More than 20 years of expertise in market research in the healthcare industry
- + Deep understanding of needs and challenges of HCPs
- + Expertise in translating complex medical topics into valuable insights



Verified panel

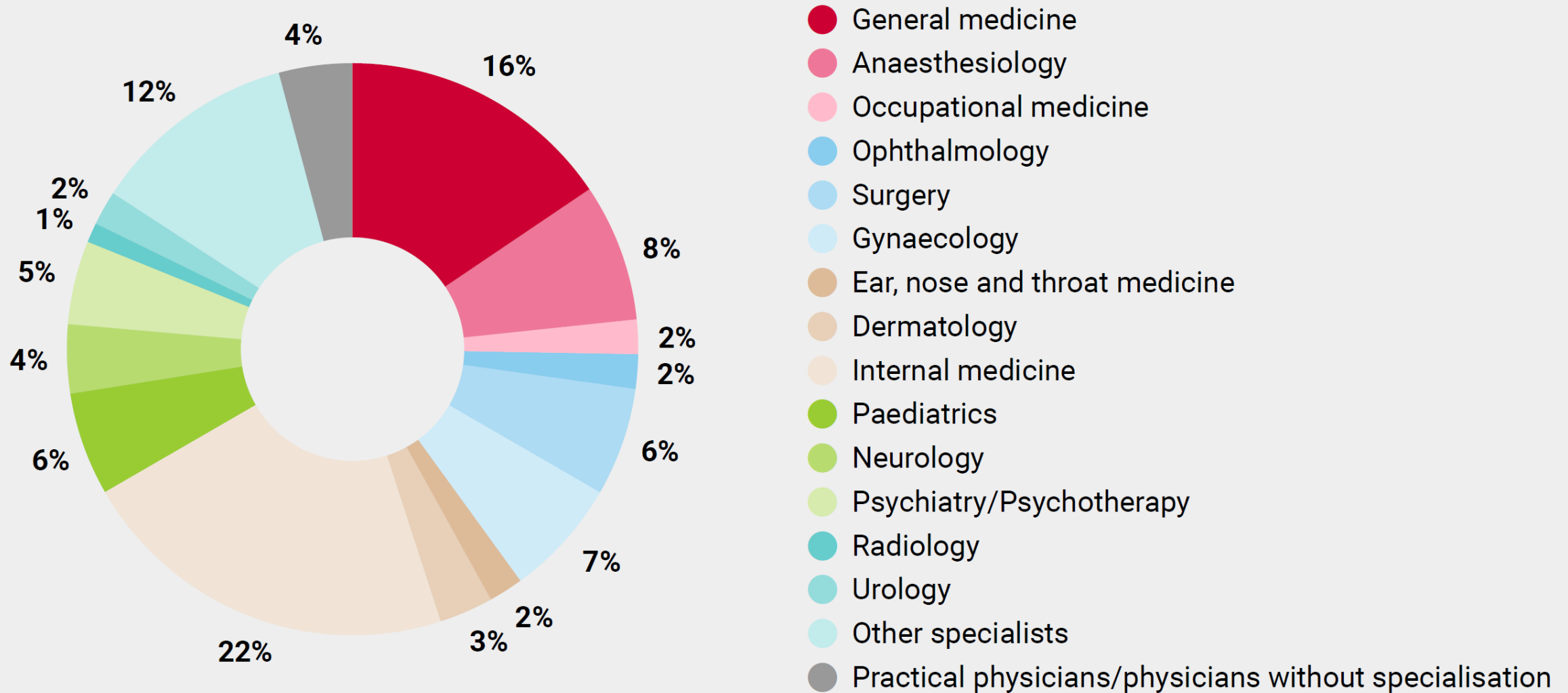
- + Access to 350,000 authenticated HCPs in our verified panel
- + High intrinsic interest of users to participate in our surveys, interviews and workshops



Diverse methods

- + Tailored approaches ranging from quick online surveys to in-depth interviews
- + Individual mixed-method approaches for the best possible insights generation

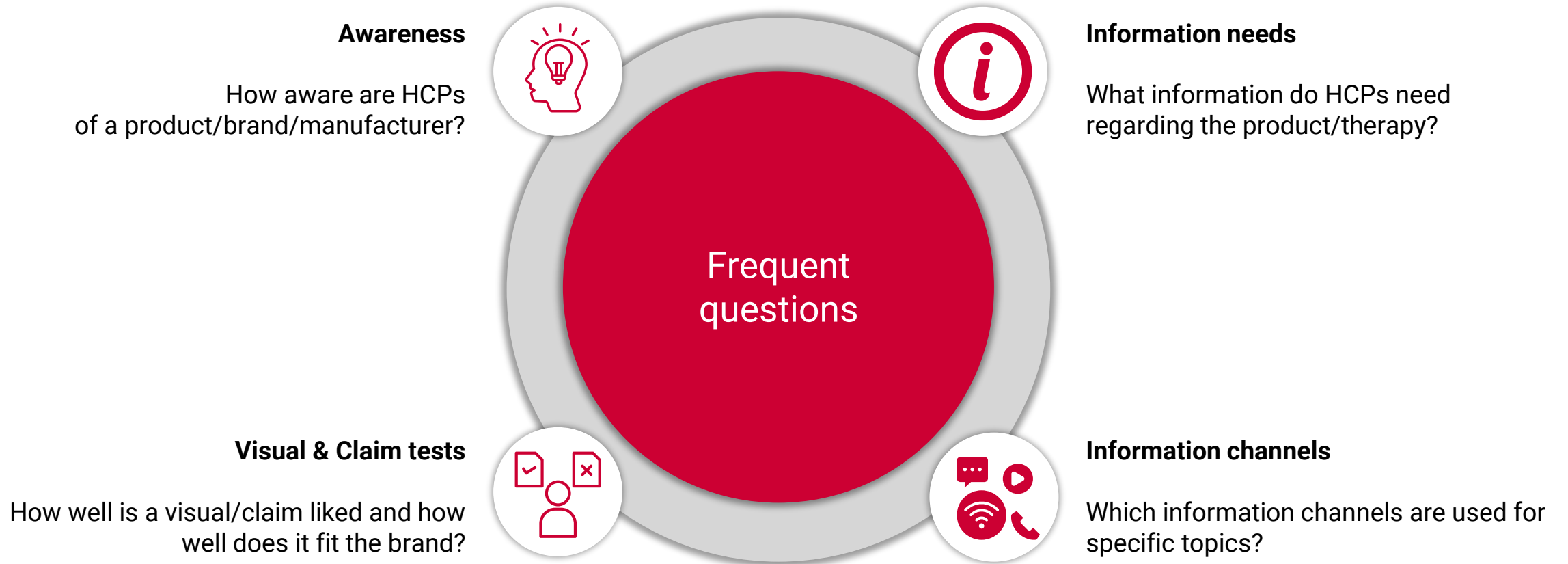
DocCheck panel Germany: physicians in discipline





Quantitative Surveys

Get to know your target group better



Quantitative options

QuickCheck



- ✓ Online survey
- ✓ Standardized design
- ✓ Quick insights from the target group
- ✓ Fitting for few questions (< 10)
- ✓ Visualization of data in a ppt-report
- ✓ Results in 2-3 weeks

from ~ 3,000 EUR*

Survey



- ✓ Online survey
- ✓ Higher flexibility regarding scope & target group
- ✓ More in-depth insights from your target group
- ✓ Fitting for more complex questions
- ✓ Tabulation with statistical analysis
- ✓ Visualization of data in a ppt-report
- ✓ Incl. Management- & Executive-Summary

Costs upon request

QuickCheck Pricing

Bundle S

- ✓ 1-3 questions
- ✓ incl. socio-demographics

from ~3,000 EUR*

Bundle M

- ✓ 4-6 questions
- ✓ incl. socio-demographics

from ~4,100 EUR*

Bundle L

- ✓ 7-9 questions
- ✓ incl. socio-demographics

from ~5,600 EUR*



Qualitative Interviews

Added value of interviews



For the direct exchange with your target group on demand



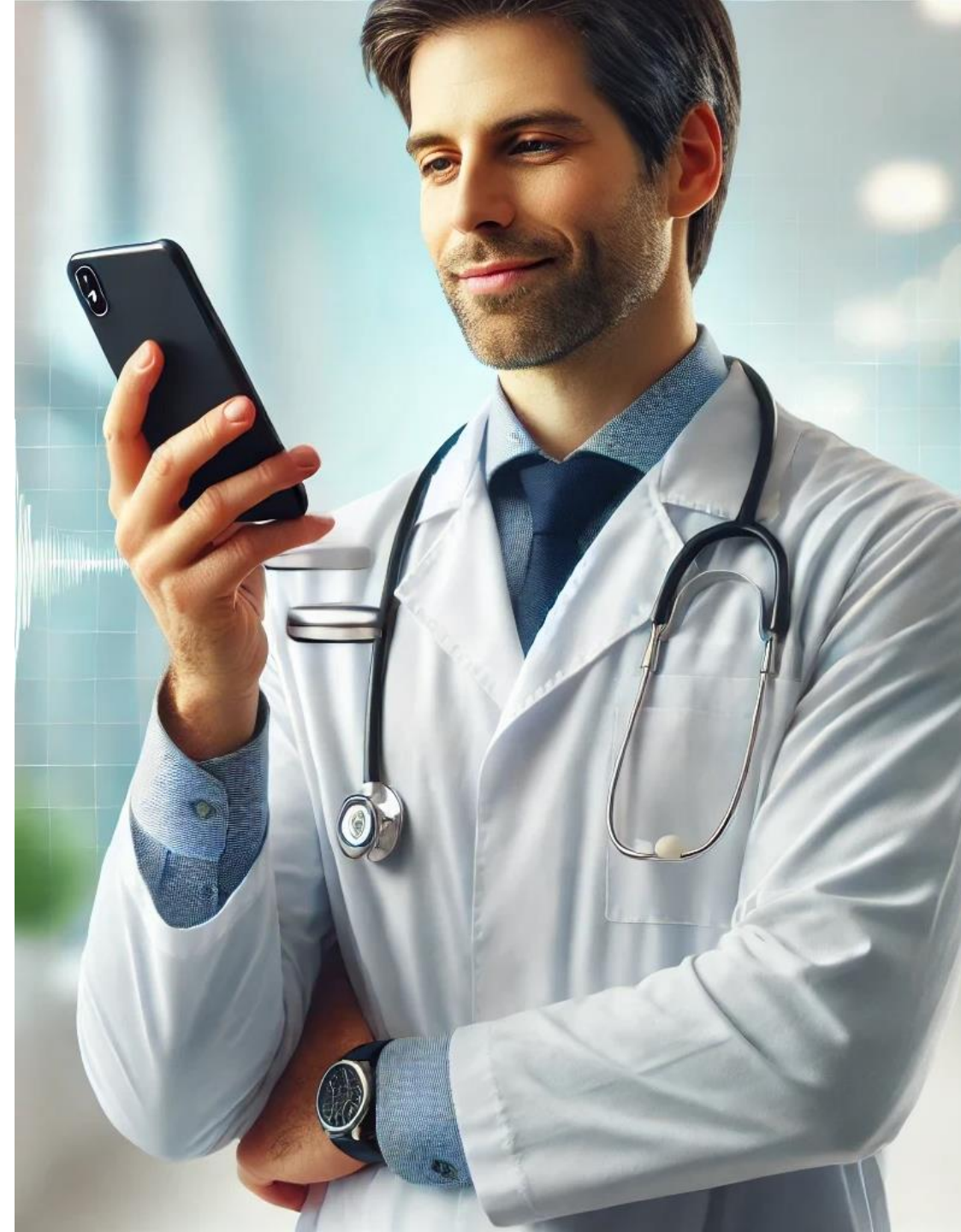
Get feedback on product ideas or services and get to know your target group personally



Pragmatic realization via Zoom, to reach HCPs across Germany



High levels of trust and intrinsic interest of participants



Qualitative options

QuickTalk



- ✓ Qualitative interviews via Zoom à 30 minutes
- ✓ Short-term exchange with up to 4 HCPs
- ✓ Moderated by DocCheck Insights
- ✓ Interviews in 1-2 weeks
- ✓ Anonymous audio files
- ✓ Summary of central Insights

from ~ 5,600 EUR*

Interviews



- ✓ Qualitative interviews via Zoom
- ✓ No restriction of sample size & interview length
- ✓ Moderated by DocCheck Insights
- ✓ Participation of client as silent listener
- ✓ Live-chat with moderator for real-time inquiries
- ✓ AI-assisted analysis of interviews
- ✓ Visualization of results incl. direct quotes

Costs upon request

QuickTalk: your possibilities

Services



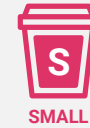
Interviews with up to 4 HCPs via Zoom



à 30 minutes

- ✓ Recruitment of HCPs via the DocCheck Panel
- ✓ Moderated by DocCheck Insights
- ✓ Interviews in 1-2 weeks
- ✓ Audio files & transcripts of interviews
- ✓ Summary of central Insights

Costs*



2 interviews: from ~5,600 EUR



3 interviews: from ~6,100 EUR



4 interviews: from ~6,600 EUR

A group of five healthcare professionals, including three men and two women, are seated around a table in a meeting. They are all wearing white lab coats and have stethoscopes around their necks. The group is diverse in age and ethnicity. They are engaged in a discussion, with one man on the right gesturing with his hands. The background is a plain, light-colored wall. The entire image is overlaid with a semi-transparent red filter.

Workshops & Focus Groups

Objectives of workshops



Design and optimization of communication

along the customer journey (e.g. field service-folder, information brochure, touchpoint design)



Creation of differentiated patient personas

considering application types and information needs



Development of optimized product positioning

under consideration of patient types, competitive landscape, USPs, drivers & barriers



Objectives of focus groups



Evaluation and identification of optimization potential

e.g. of websites, displays, information materials



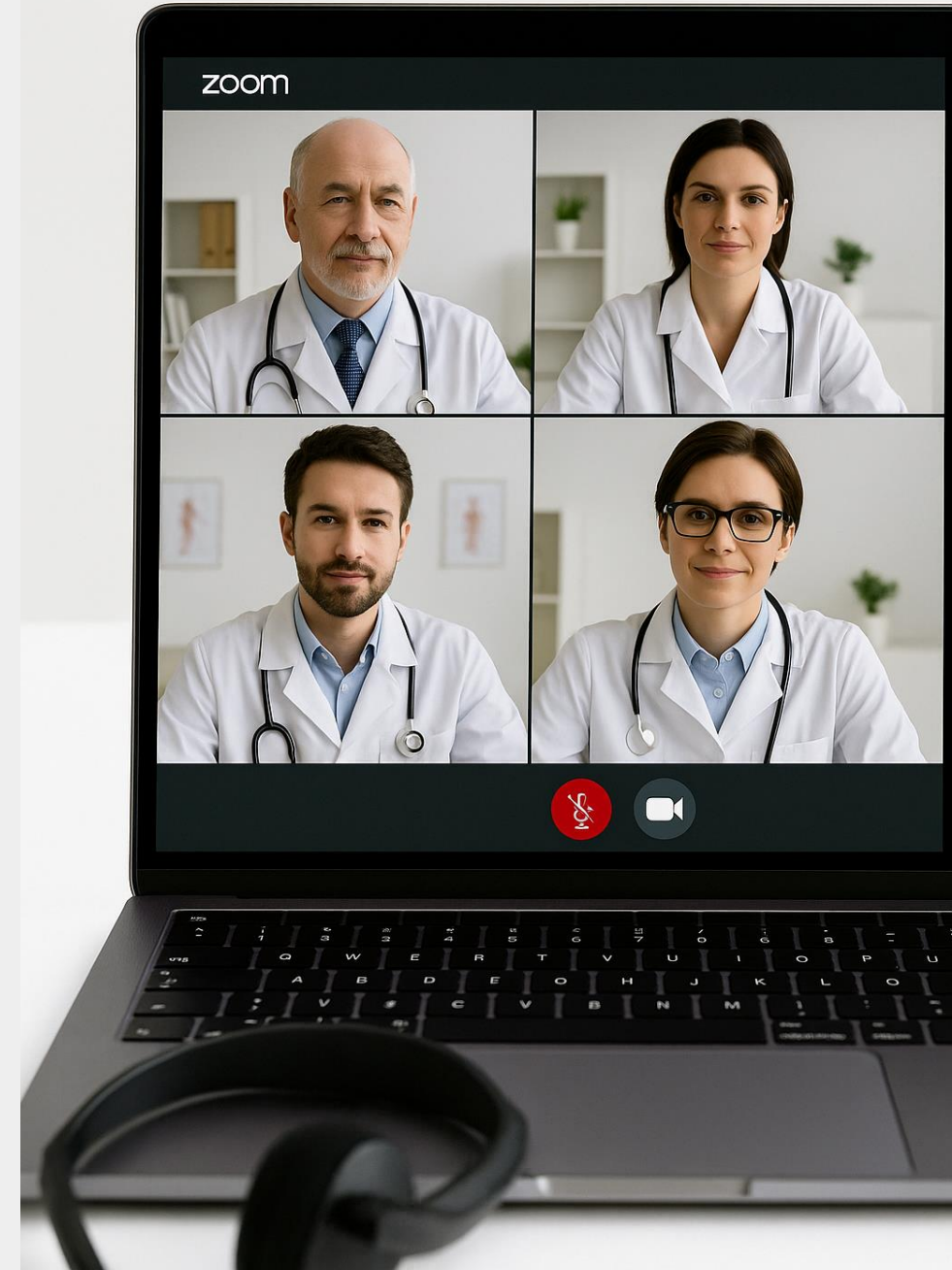
Identification of processes and usage habits

e.g. during the order process or the organization of vaccinations in practices and pharmacies



Uncovering needs, challenges and adjustment points

e.g. regarding digital health applications



Realization options

Workshops



- ✓ Recruitment of HCPs via the DocCheck Panel
- ✓ Joint work on creative tasks to generate ideas
- ✓ Moderation by DocCheck Insights and/or the client
- ✓ Organization of location and catering
- ✓ Preparation of the results as a photo protocol and (on request) as a summary of the central insights

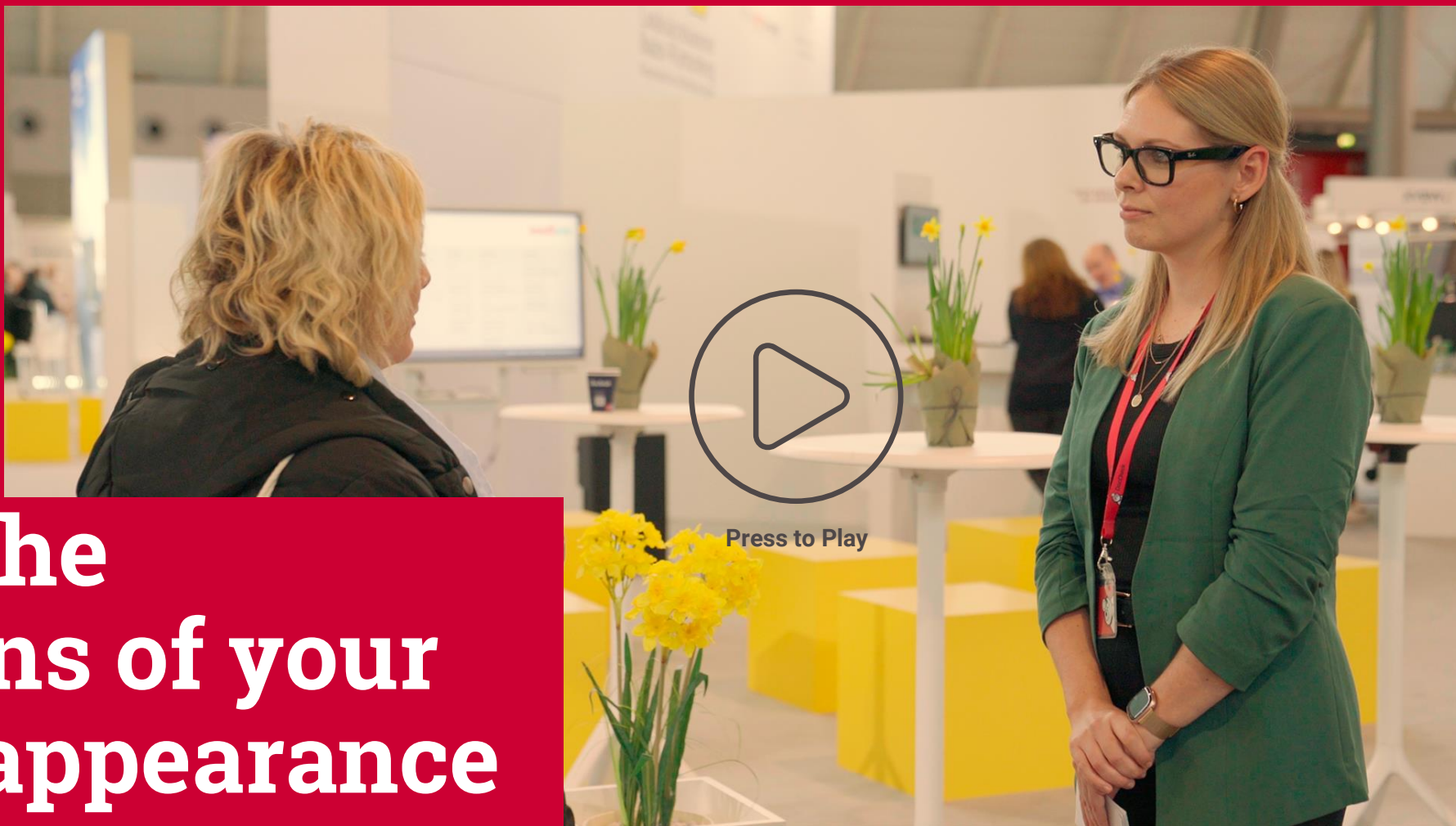
Focus groups



- ✓ Recruitment of HCPs via the DocCheck Panel
- ✓ Conducted via Zoom
- ✓ Moderation by DocCheck Insights and/or the client
- ✓ Audio recording of the discussion
- ✓ On request, preparation of results including direct quotes

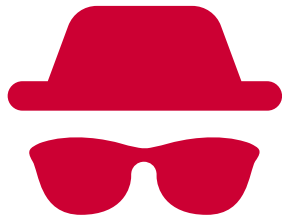
A photograph of two women in a trade show or exhibition booth, overlaid with a semi-transparent red filter. The woman on the left is seen from the back, wearing a dark jacket and carrying a bag. The woman on the right is facing her, wearing glasses, a blazer, and a lanyard. They appear to be in conversation. The background shows typical trade show elements like display tables with yellow flowers and other blurred figures.

Live & On-Site



**We bring the
impressions of your
trade fair appearance
to life!**

We snoop, you profit



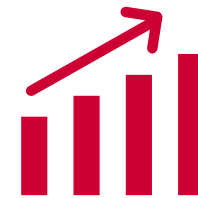
Attendance at the trade fair

- **neutral and unfiltered** -



Short interviews with trade fair visitors

- **in person instead of via tablet** -



Recording & AI-analysis of the interviews

- **for strategic optimization** -

Pricing models

Bundle S

- ✓ On-site attendance for up to 4 hours
- ✓ Conduct of interviews with the meta glasses
- ✓ Provision of raw videos without analysis

approx. 2,000 EUR*

Bundle M

- ✓ Bundle S + 2 additional hours
- ✓ AI-based analysis of the visitors' opinions
- ✓ Categorization according to topics and sentiments
- ✓ TopLine report with the central insights

approx. 4,500 EUR*

Bundle L

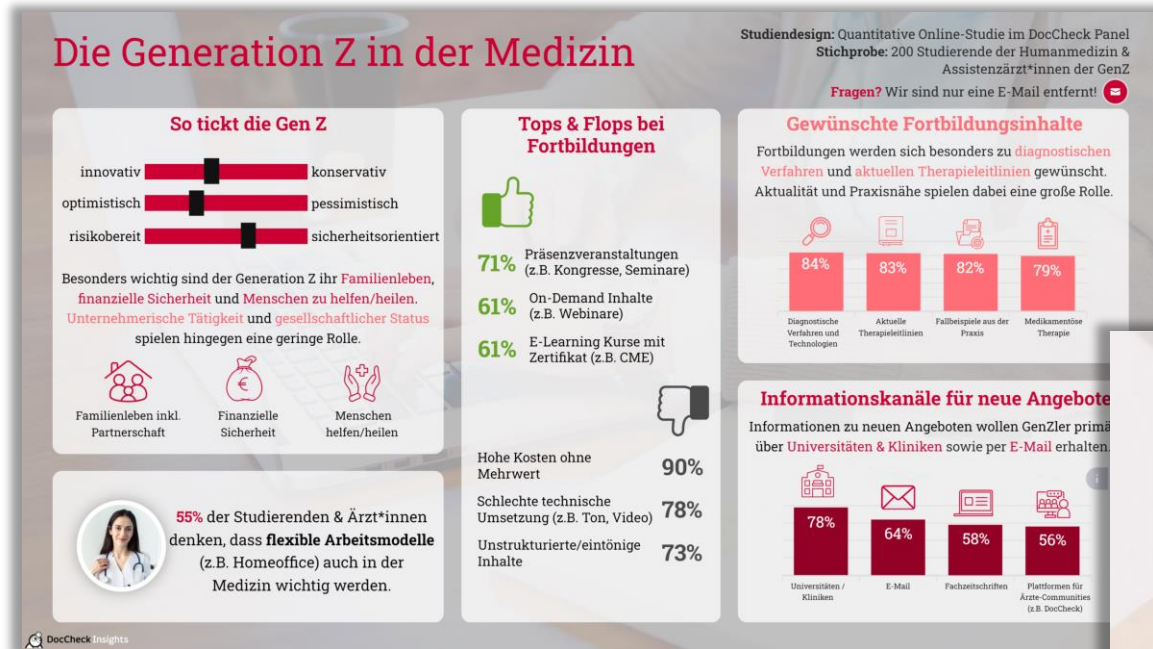
- ✓ Bundle M
- ✓ Detailed expert analysis of the discussions
- ✓ Compilation of the most relevant direct quotes
- ✓ Management summary & recommendations for action

approx. 7,500 EUR*

A collection of pencils in various shades of red, orange, and purple are arranged in a radial pattern, pointing towards the center. The background is a solid, light pink color.

Further Services

Data visualization as interactive dashboards

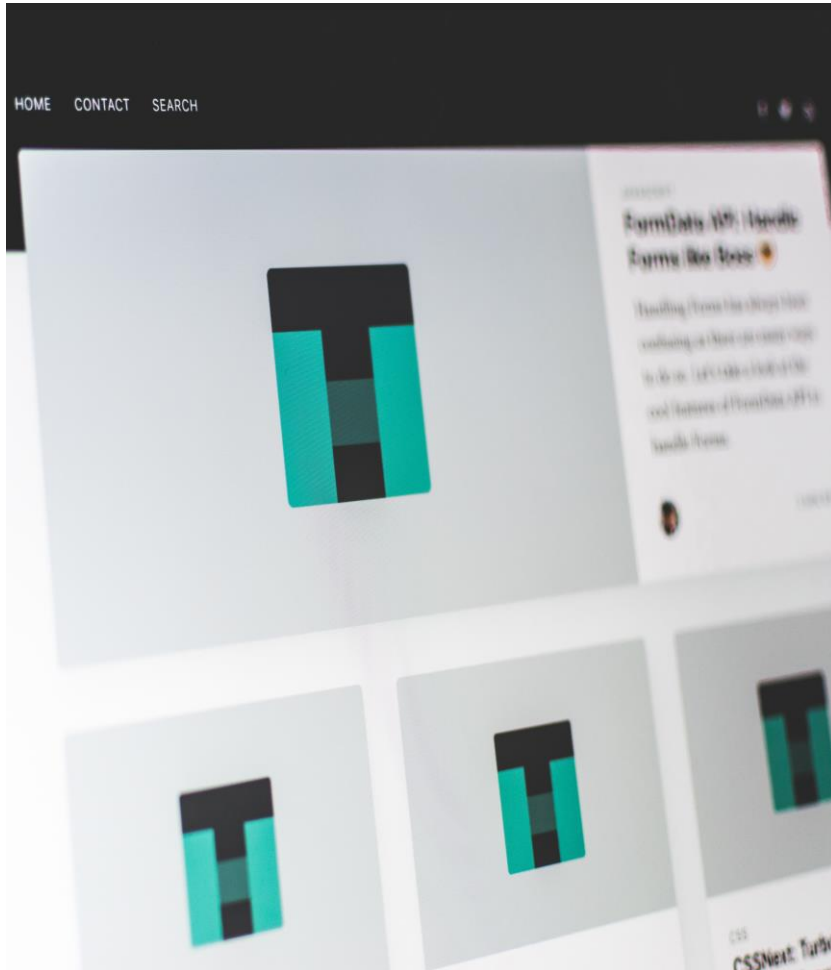


Ideal to share results with other departments

Clicking on the picture leads you to the respective dashboard



Qualitative Website-Evaluation



n=24 physicians & therapists



30-minutes
Online-Interviews



Combined approach
Interviews & Connect

Method

- Combined moderation by DocCheck and the client
- Visit of the website via screensharing during the session
- Direct feedback and open discussion regarding perception of the website and potential for optimization

Contents

- Feedback on overall impression
- Satisfaction with contents and level of information
- Attractiveness of website design
- Perception of used wordings



To a successful collaboration!