Communication content reaches physicians in many different ways - from online offerings, mailings, print folders to congresses and the sales force. Measuring the perception and utilization of the various channels is therefore immensely important for an optimized communication. To achieve this, important questions have to be answered: which channels and offerings are used at all, how are they perceived and what impact do all these contacts have on prescribing behaviour and image building? The obvious classic approach is a survey with diary studies about communication contacts with an interview about recall and behaviour afterwards. With a driver analysis based on these data, calculations can then be made on the impact of the respective communication contents, communication channels and communication types on product perception and behaviour.

The inclusion of implicit survey techniques - like Interrogare’s Emotional Branding Monitor to measure subconscious perceptions - is also a good option for Share of Voice studies.

Survey vs. measurement - limitations of interview-based studies

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Interrogare Healthcare Research provides the option of tracking user behaviour online and subsequently inviting potential participants to a survey. This approach offers survey data, including precisely measured user profiles (visited sites, contents, intensity of usage and duration of usage) - i.e. all the information which is interesting in terms of the impact on product perception and prescribing behaviour. In addition, there will be survey data without surveyed usage profiles available. With statistical expertise we can model typical usage profiles based on all the data available. As a result, usage profiles of all respondents are available which will allow the analysis of the impact on product perception and prescribing behaviour.

An interview-based survey of online-based communication has one principal disadvantage - it relies exclusively on the memory of the respondent and therefore it is vague and not precise. However, if the focus is on online utilization of information and offerings, much better data based on technical measuring are available. For this purpose, Interrogare Healthcare Research provides the option of tracking user behaviour online and subsequently inviting potential participants to a survey. This approach offers survey data, including precisely measured user profiles (visited sites, contents, intensity of usage and duration of usage) - i.e. all the information which is interesting in terms of the impact on product perception and prescribing behaviour. In addition, there will be survey data without surveyed usage profiles available. With statistical expertise we can model typical usage profiles based on all the data available. As a result, usage profiles of all respondents are available which will allow the analysis of the impact on product perception and prescribing behaviour.
Study design

The classic study structure includes a CAWI survey and optionally the technical measuring of online communication, as well as the integration of the implicit measuring approach EBM. The results deliver valuable insights on the impact of online, print and personal communication on the implicit and explicit perception and prescribing intention.

Real time dashboard and alert system

The results of the Share of Voice measurement will be made directly available via the real-time online dashboard. With this, all changes in the communication strategies of competitors can be seen immediately, the impact of own communication measures can be documented promptly and, if necessary, action can be taken. By capturing and analysing pre-defined benchmarks, it is possible to raise an automatic alarm if values fall below these benchmarks, so that a concrete analysis of the causes based on targeted questions to relevant target persons can be carried out. Therefore it is possible to put an early stop to negative developments.

Benefits to you

- **Touchpoint analysis**: Examination of the type and of the impact of touchpoints between pharmaceutical companies and physicians.
- **Capturing the product perception - explicit and implicit**: Apart from product attributes and differentiating features which are assessed with direct questions, the Emotional Branding Monitor can also capture the subconscious product perception.
- **Added value due to exact technical measuring**: By measuring online activities, the survey is based on high quality data which do not rely on the memory of the respondents.
- **Impact measurement**: With a driver analysis, the mechanisms of action of the communication tools used can be uncovered so that an economic management of communication tools and channels can be facilitated.
- **Real-time dashboard and alert system facilitate quick action**: The results of the Share of Voice Measurement are provided live, and critical KPI values are defined in a way to raise an automatic alarm when they are reached. On the basis of this, quick and made-to-measure actions are possible.
- **Communication optimization on the basis of extensive data**: The end results include exact insights about the impact of individual communication contents, communication channels and communication types on both the rational and the emotional perception and especially on prescribing behaviour.