

At a glance

The National Health and Wellness Survey is now available in:

Asia

- China
- Japan

Europe

- France
- Germany
- Italy
- Spain
- Russia
- United Kingdom

North America

- United States

South America

- Brazil

Why Kantar Health?

Kantar Health is a global, evidence-based decision support partner to the world's leading pharmaceutical, biotech, device and diagnostic companies. Our 700+ staff in over 40 countries act as catalysts, bringing together clinical, medical and methodological expertise, commercial/marketing know-how and proprietary data. It is this rare combination, together with our unparalleled stakeholder reach, that enables us to mobilize incisive, imaginative and timely ROI-driven solutions, empowering clients to deliver better healthcare options to their customers.

The National Health and Wellness Survey

Kantar Health's National Health and Wellness Survey (NHWS) is the largest international self-reported patient database in the healthcare industry, with annual survey responses dating back to 1998 in the U.S., 2000 in Europe and 2008 in Asia. NHWS collected data from its 1 millionth respondent during the Japan 2010 field period. 2010 marks the third consecutive year we have collected data in Japan, providing extensive trending capabilities. NHWS launch in Brazil in 2011 and Russia in 2012, continuing its presence in the emerging markets. The database provides disease-specific measures that help healthcare clients size market opportunities, measure direct and indirect costs, gain insight into disease-specific segments and develop marketing and publication strategies directed at specific consumer or patient segments.

The Strength of NHWS Lies in Its Breadth

The NHWS database provides broad coverage of healthcare, with results that are projected to the population to deliver prevalence information in more than 165 conditions. NHWS includes information for patients who are diagnosed, undiagnosed yet symptomatic, untreated and for patients treated with prescription and/or over-the-counter medications.

Access Has Its Benefits

Access to data-mining patient information is delivered through a 12-month subscription service and includes a First View Therapeutic Report as an introduction to the deep information collected about patients, including:

- Epidemiology of the condition
- Patient diagnosis and treatment choices
- Demographic and health profile of sufferers
- Patient compliance
- Utilization of healthcare resources
- Patient attitudes and approaches to healthcare
- Patient-reported outcomes
- Condition-specific questions

But the report is only the start of the conversation. Access to the NHWS database includes custom analyses that address client-specific marketing or publication objectives.

Contact Us:

For more information on the National Health and Wellness Survey, please contact nhws@kantarhealth.com.



NHWS Keeps on Giving

Opportunities to extend the benefits of NHWS

<p>Re-Contact Patients from NHWS with Proprietary Research</p>	<p>Through SELECT, clients access patients within NHWS and field proprietary research unique to their business needs. Using the NHWS data in SELECT, research can be focused on recruiting the specific patients and answering the specific questions that will address the client's business challenge.</p>
<p>Conduct Multivariate Analyses on the Dataset</p>	<p>The scientific team for NHWS is experienced in applying an array of multivariate techniques on both NHWS and select information through our SOLVE offering. Whether it's identifying the key predictors of brand choice, evaluating burden of illness or quantifying cost of illness, SOLVE delivers sophisticated analyses and insights targeted to the unique business issues of individual clients.</p>
<p>Publish Using IRB-Approved NHWS</p>	<p>NHWS and SELECT studies have been used in hundreds of publications, including manuscripts, posters and podium presentations. The availability of NHWS and our custom publication services provide a unique opportunity for developing publications, even when the abstract deadline is only weeks away.</p>

Variables Included (but not limited to) in the NHWS

