

At a Glance

Clients have used Kantar Health's National Health and Wellness Survey database for:

- Quantifying leverage points
- Portfolio planning
- Patient ecosystem
- Penetration analyses
- Patient and Rx forecasting inputs
- Message planning to physicians and payers
- Unmet needs analysis
- Acquisition: Go/no-go decision support
- Hypothesis creation and validation
- Early development optimization
- PRO creation and validation
- Predictive analysis: Finding nonobvious drivers

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.

National Health and Wellness Survey

Global Patient-Reported Outcomes in Key Emerging Markets

Kantar Health's National Health and Wellness Survey (NHWS) is the largest international self-reported patient database in the healthcare industry. NHWS 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.

NHWS Allows Comparison of Data from Emerging Markets to G7 Data

The NHWS began collecting survey responses in key emerging markets in 2009 utilizing a mixed recruiting methodology (Internet/CAWI) to ensure representativeness of the population. The database offers a holistic view of the patient in each emerging market, from the patient's point of view, and reports metrics that can only be captured from the patient. This real-world patient-level information covers more than 160 therapeutic conditions and has the advantage of being able to compare data to key established markets: the US, Europe (France, Germany, Italy, Spain and the UK) and Japan.

Data is captured for respondents suffering from more than 160 conditions, including but not limited to:

- Autoimmune Conditions
- Cancer
- Gastrointestinal Conditions
- Infectious Diseases
- Metabolic Conditions
- Musculoskeletal Conditions
- Neurological Conditions
- Ophthalmic Conditions
- Pain
- Psychiatric Conditions
- Respiratory Conditions
- Urologic Conditions

Contact Us:

For more information on how the National Health and Wellness Survey can help you get it right the first time in emerging markets, please contact nhws@kantarhealth.com.



NHWS Offers Advantages over Other Databases and Sources

Broad Market Coverage	<ul style="list-style-type: none"> • Represents the general population and includes a “healthy population” comparator • Includes patients not seeing their doctor, not treating with an Rx, or OTC self-treated • Can be used by forecasting, new product and licensing teams for market potential: full prevalence and incidence of disease • Can do cross-condition analyses: overlapping cardiovascular conditions, obesity, respiratory conditions, cancers • Can do comprehensive “at risk” analyses, including individual and family health history, current health state and lifestyle considerations
Detailed Patient Information	<ul style="list-style-type: none"> • Has the ability to run analysis on specific segments and to fill in market maps and customer segments and profiles with more than 11,000 key metrics covering Attitudes, Behaviors, Characteristics and Demographics • Contains validated scales that can derive various populations; measure gap between patient perception of severity and clinical derived severity; and quantify the burden of illness through patient-reported outcomes of quality of life, productivity, comorbidity and healthcare resource utilization impact • Provides more than 400 publications worldwide
Ability to Recontact Patients	<ul style="list-style-type: none"> • Has the ability to recontact patients with a proprietary survey to provide a richer dataset of information, supplemented by answers previously given in NHWS • Can profile and recontact caregivers of relevant diseases and create and validate proprietary measurement instruments for future clinical trials
Flexible, Consistent and Reusable Database	<ul style="list-style-type: none"> • Allows continuous analysis of more than 11,000 key patient-reported metrics—bivariate or multivariate • Can be leveraged by marketing, market research, new products, business development, forecasting, consumer marketing, public and investor relations, medical affairs, economic affairs, epidemiology, and health economics and outcomes research • Is more economical—less duplication of spending • Provides cohesion and consistency across data source and strategic and portfolio planning, including multiple geographies

NHWS Offers Large Sample Sizes across Broad Geographic Coverage

