



DIGITAL PHYSICIAN AND PATIENT LIFE 2018

THE LARGEST PHYSICIAN AND PATIENT ONLINE SURVEY IN CHINA

Digital Life Physician and Patient 2018, produced by Kantar and DXY, is the largest collection of online physician and patient surveys in China.

Our syndicated report delivers real life insight into the online behavior of these critical stakeholders, as well as a comprehensive overview of the competitive digital landscape.

With more than 10,000 physicians and 1,800 patients participating in the surveys from both web and mobile apps, we provide a unique line of sight into respondents' personal views on their healthcare information consumption.

SYNDICATED OFFER BENEFITS

- + Digital Life Physician and Patient 2018 comprehensively assesses how physicians and patients in China are using digital communication channels and platforms for medical information access. The surveys identify insightful information about digital activities and how medical information is consumed.
- + With regards to physicians, our clients gain access to the largest online physician survey in China that's purely focused on picturing physicians' real

life in the digital environment. Our survey sample covers City Tiers 1 to 5; Hospital Levels I, II and III; and physician levels CD, VCD and DIC, as well as broad regional coverage and more than 20 specialty areas.

- + With regards to patients, our clients gain access to the largest online patient survey in China that reveals invaluable information about the real-life digital activities of patients relating to their healthcare. Our reports, featuring profiles of patients from 200-plus cities and covering a wide-variety of ages and socio-economic backgrounds, offer in-depth information on a wide variety of key diseases.

HOW THE REPORT CAN HELP YOUR ORGANIZATION

- + Digital Life Physician and Patient 2018 benefits healthcare stakeholders by delivering unique insight about how to best design medical-related digital channels that deliver quality content and remain engaging over time.
- + Our syndicated offer enables healthcare stakeholders to achieve deeper, more productive engagements that will ultimately improve patient care.

AT A GLANCE

Digital Life Physician and Patient 2018 is an industry leading syndicated report that comprehensively assesses where physicians and patients are spending their time in the real life digital environment.

Our report finds that digital engagements are continually demonstrating greater value to physicians and empowering patients to be their better self in a digital world.

For patients, our mission is to always hear and understand their stories so that we can identify actionable insights to make their lives better.

10,000+

THE LARGEST PHYSICIAN ONLINE SURVEY IN CHINA PURELY FOCUSED ON PICTURING THEIR REAL LIFE IN THE DIGITAL SPACE

1,800+

THE LARGEST PATIENT ONLINE SURVEY IN CHINA PURELY FOCUSING ON PICTURING THEIR REAL MEDICAL LIFE IN THE DIGITAL SPACE

VALUABLE CONTENT ON PHYSICIANS INCLUDED IN THE REPORT

PHYSICIAN ONLINE TIME, DEVICE AND ACTIVITY

- + Physician online time and professional time
- + Time consumption of different activities (medical related or leisure related)
- + Online device owning rate and time consumption by each device

PHYSICIAN ONLINE ATTITUDE AND ONLINE NEEDS

- + Physicians' channel preference- traditional vs. innovative
- + Physicians' attitude to different online activities, especially for pharma related ones
- + Physician online needs and their priority

MEDICAL RELATED WEBSITES

- + Usage of different types of medical related websites (medical portal, patient interaction websites, search engine, etc.)
- + Popular medical related websites and their ranking

MEDICAL RELATED WECHAT ACCOUNTS

- + Popular medical related WeChat activities
- + Average number of subscriptions of medical related public accounts
- + Reading habit of the "push messages" sent by public accounts
- + Ranking of popular medical related public accounts
- + Unmet needs for information provided by WeChat public accounts

MEDICAL RELATED MOBILE APPLICATIONS

- + Install rate of medical related applications
- + Average number of installations of medical related applications
- + Ranking of popular medical related applications

DIGITAL TOUCHPOINTS

- + Physician participation rate of different digital touchpoints (e.g. virtual rep, online meetings, digital campaign, etc.) and channel preference
- + Evaluation of different digital touchpoints of satisfaction, efficiency, impact on prescription

COMPANY PERFORMANCE

- + Overall digital savvy company ranking
- + Digitally active marketers on different e-marketing platforms

BEST PRACTICE CASES

- + Best Practice Cases illustration with details
- + Doctors' feedback/comments/ evaluation for each case and efficiency, impact on prescription

ATTITUDE OF INTERNET HOSPITAL/ MULTI-SITED LICENSES

- + Attitude of Internet hospital
- + Attitude of multi-sited licenses

FUTURE OUTLOOK

- + Attitude to artificial intelligence in healthcare
- + Attitude of we-media and internet celebrity doctors

VALUABLE CONTENT ON PATIENTS INCLUDED IN THE REPORT

PATIENT ONLINE TIME/DEVICE

- + Patient online time and medical time
- + Online device owning rate and time consumption by each device

PATIENT ONLINE ATTITUDE AND ONLINE NEEDS ON MEDICAL RELATED

- + Patients' content preference
- + Patients' channel preference-website vs. WeChat vs. APP
- + Patient online unmet needs and their priority

HEALTH MANAGEMENT ATTITUDE MEDICAL RELATED WEBSITES, WECHAT

ACCOUNTS, APP

- + Ranking of popular medical related websites, WeChat accounts, APP
- + Evaluation of these channel preferences

MEDICAL SERVICE TYPE UTILIZATION

- + Each service type's channel preference
- + Utilization and satisfaction evaluation of service type through the patient journey

TREATMENT

- + Decision making stakeholder, treatment compliance, drug information sources

FOR MORE INFORMATION

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ABOUT KANTAR

Kantar is the world's leading data, insights and consulting company. We understand more about how people think, feel, shop, share, vote and view than anyone else. Combining our expertise in human understanding with advanced technologies, Kantar's 30,000 people help the world's leading organizations succeed and grow.