

Prices and conditions

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| 1 market in the Nordic region | € 3,200 |
| 2 markets in the Nordic region | € 5,600 |
| All 4 markets in the Nordic region (Nordic highlights included) | € 8,350 |

Number of interviews in each market min. 1500 including 500 specific patients within the groups mentioned below.

Additional services

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|-------------------|-------|
| Nordic highlights | € 775 |
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Individual questions

It is possible to buy individual questions for the specific patient groups: Cancer, Cardiovascular diseases/heart diseases, Diabetes, Respiratory disease and Rheumatoid arthritis.

Read more about the survey and place your order at www.yougov.se/diseases or contact one of the below mentioned to get more information:

| | | | |
|--------------------------------------|--------------------------------------|---|----------------------------------|
| STOCKHOLM | MALMÖ | COPENHAGEN | OSLO |
| Cecilia Dahlheim +46 709 95 70 13 | Johan Rosenqvist +46 709 95 70 05 | Uffe Dambmann +45 2673 0385 Pernille Kruse Smith +45 2516 2330 | Per Ståle Ekrol +47 9342 3516 |

About us

YouGov is a professional research and consulting organisation. Since our foundation in 2000 we have been pioneering the use of the Internet and information technology to collect high quality, in-depth data for market research and stakeholder consultation. We employ 75 highly skilled research professionals in our 6 Nordic offices. Our head office is placed in Copenhagen.

Through panel management expertise, flexibility and an innovative approach to recruitment, YouGov operates a panel of over 140,000 members in the Nordic region representing all ages, socio-economic groups and other demographic types.

YouGov also specialises in growing and maintaining dedicated panels of specialist consumer groups (e.g. patient groups), professional audiences (e.g. doctors) and stakeholders (e.g. citizen panels and client panels). Through our mother company, the international research group, YouGov plc, we have access to more than 450 colleagues and 2,5 million panelmembers around the world.

Health and Online Search Behavior

PATIENT

HEALTHCARE PROFESSIONAL

PHARMACEUTICAL INDUSTRY

UNDERSTANDING THE FUTURE PATIENT

Future patients will become either a gateway or a barrier to market access.

People are becoming more confident in using online media, so there is potential to move towards a culture where the Internet plays a major role in **searching for health information**.

One driver in the relationship is the amount of health information now available on the Internet. The prevalence of patients' interference is something that can work either as an advantage or disadvantage for both healthcare professionals and the pharmaceutical companies ... so future patients could either become a **gateway** or **barrier** to market access.

There is a potential risk of putting Healthcare Professionals on the defensive or undermining their experience and authority - it might **weaken the relationship between healthcare professionals and pharmaceutical companies**.

The Internet and the **adoption of new technologies** is providing new channels for conversation between healthcare professionals and patients and a dynamic relationship between patients and healthcare professionals is developing.

If pharmaceutical companies wish to succeed, they must be aware of both the potential opportunities and potential threats in **this developing relationship**.

Survey Key Areas

WHO SEEKS INFORMATION ...

- Gender
- Age
- Residence/geography
- Urbanisation
- Marital status
- Life cycle
- Income
- Employment
- Education

WHAT CHARACTERISES THEM ...

- Experience of own health
- Number of sick days
- Use of the healthcare system
- Identification of diseases (patients and relatives) (e.g. life-threatening, chronic, short-term diseases/ discomforts)
- Use of medicine for diseases
- Patient behavior in connection with the general use of medicine

WHERE DO THEY SEEK NEW INFORMATION AND HOW DO THEY EVALUATE IT ...

- Identification of specific online media used for information searches about diseases and treatment incl. time frame, frequency and time spent
- Type of information searched in online media (e.g. side effects, treatment etc.)
- Evaluation of media (e.g. relevance, credibility, value, need and preferred choice incl. what information is missing in the different online media searched)

AND MOST IMPORTANTLY, HOW DO THEY USE INFORMATION AND IN WHAT WAY ARE THEY AFFECTED ...

- Proactive or reactive behaviour in online media (e.g. how do patients engage in the online media)
- Use of the information searched in online media (e.g. is information used when visiting physicians)



Correlation between health and online searches for information about diseases and treatment.

The extent of healthcare-related information on the Internet has increased significantly in recent years. When searching for information about **diseases and treatment**, the Internet has become the preferred **source of information**.

Yougov Zaperla has created the **HOSB** model, which illustrates the connection between people's health and their behaviour when searching for information about diseases and treatments on **the Internet**.

The model's Y-axis expresses 5 overall health conditions, while the model's X-axis expresses 3 different kinds of **search behaviour**.

