



ONCOLOGY PROMO TRACKER

Effective Communication in Oncology: Unveiling Preferences and Needs of Oncology Experts

In the dynamic landscape of oncology, effective communication and engagement between pharmaceutical companies and healthcare professionals play a pivotal role in advancing patient care. Understanding the nuances of these interactions is paramount for companies striving to deliver impactful solutions in Asia.

MIMS Oncology Promo Tracker is a syndicated market research study that helps organizations stay relevant by providing in-depth insights into how pharmaceutical companies engage with healthcare professionals and the preferences and needs of these professionals regarding medical communications.

This report provides a comprehensive and up-to-date picture of the Oncology Experts' engagement landscape. It will help you ascertain the impact of your engagement, benchmark your organization's approach and steer tactical plans relating to:



Effective communication tactics preferred by physicians (channel mix, content development, sales forces targeting, etc.)



Align engagement strategies with physicians' priorities and preferences



Areas of improvement based on current communication and engagement strategies



Latest Oncology advancements that resonate most with physicians



Additional support required by physicians

Key Information Coverage

Identify and assess physician interactions and preferred communication channels with pharmaceutical companies.

Assess physician satisfaction with pharmaceutical communication and activities, company performance, identify effective tactics, and pinpoint areas for improvement.

Evaluate the value of pharmaceutical information, current support, and advancements in Oncology exciting physicians.

Methodology

Geographically representative panels of treating physicians to quantify engagement trends, preferences and needs.

Total sample size in JAPAC: n=540



Timeline

- Fieldwork: Q2 2024
Report: August 2024
- Fieldwork: Q3 2024
Report: October/ November 2024
- Fieldwork: Q4 2024
Report: January/ February 2025



Online Self-Administered Survey

20 minutes

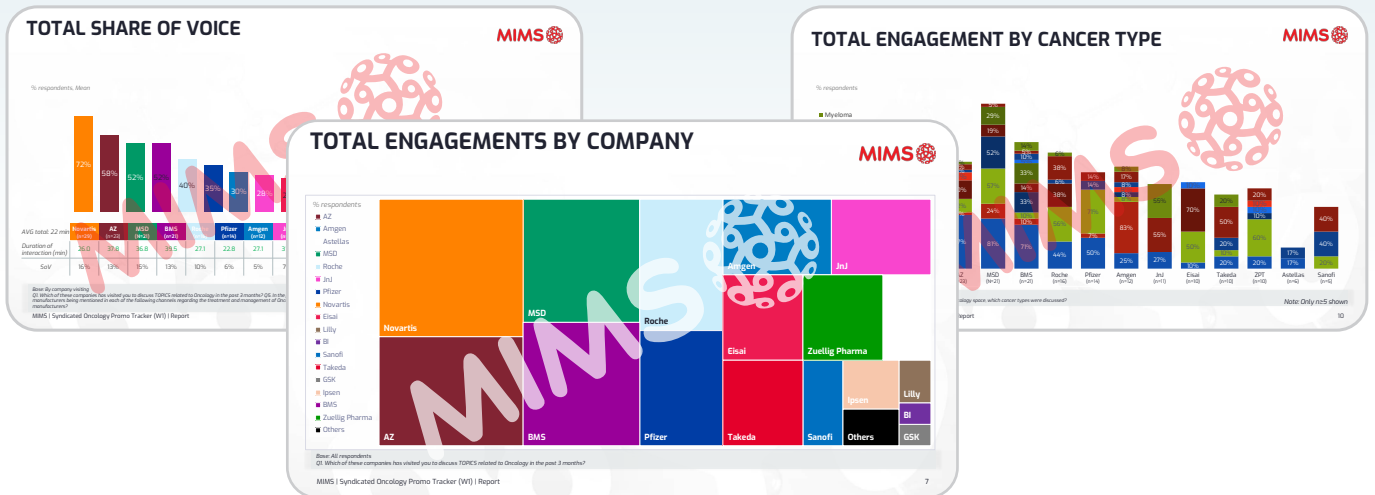


Target Respondent

Oncologists, Pediatric Oncologists, Hemato-Oncologists, Pediatric Hemato-Oncologists

Output

MIMS Oncology Promo Tracker delivers a quantified analysis of key findings and insights in a PDF format, including actionable recommendations answering specific business questions.



MIMS is dedicated to empower healthcare communities to improve patient outcomes. Contact your MIMS representative today to learn more about **MIMS Oncology Promo Tracker**.

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