Diversity: The Physician Perspective

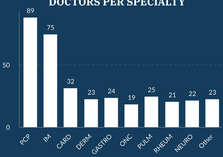
Olson Research conducted an attitudinal survey with over 350 US Physicians to determine whether differences of gender, ethnicity and practice demographics influence practice challenges, interaction with pharmaceutical representatives, and opinions on market research participation. The results of this research were presented at the Intellus Worldwide 2023 Summit.

Study Objectives

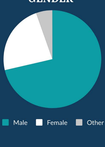
- Determine if demographic differences impact the challenges facing the medical community
- Understand how practice dynamics influence how health care providers interact with pharmaceutical companies
- Evaluate whether gender, ethnicity or practice differences play a role in how market research is conducted or received

Sample Characteristics

DOCTORS PER SPECIALTY



GENDER



ETHNICITY

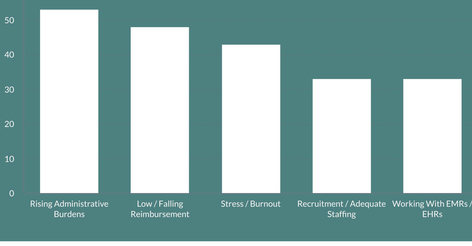
REGION

PRACTICE TYPE

24
MEDIAN YEARS IN PRACTICE

Key Finding #1: Practice Challenges Are Consistent

Rising administrative burdens and falling reimbursements are the leading challenges facing all HCPs, with no significant differences observed based on gender, ethnicity or practice related factors.



Key Finding #2: Differences Exist With Respect to Pharmaceutical Rep Interaction

Gender and practice setting have the biggest impact on differences in pharmaceutical rep interaction.

GENDER

- Men see more pharmaceutical reps per week than women
- Men on average see time spent with reps staying the same
- 28% of women prefer virtual rep visits over in-person while only 15% of men prefer virtual

REGION

- The South is most likely to see pharmaceutical reps in person
- The South is most likely to see reps AT ALL
- Southern physicians see the most reps per week

YEARS IN PRACTICE

- 28% of physicians with 11-25 years of practice see a future increase in time spent on market research
- Physicians with 10 years of practice or less are the most likely to do chart (real-world data) studies
- Physicians with 11-25 years of experience are least likely to practice in rural markets

PRACTICE SETTING

- Physicians in hospital or academic settings are the least likely to see pharma reps
- Multi specialty practice physicians see rep time increasing more than other practices
- 25% of multi specialty practices anticipate time spent in person with reps to increase

Key Finding #3: Gender, Ethnicity and Practice Demographics Influence How Physicians Participate in Market Research

There is an overwhelming preference for online surveys (net preference of 95%); other research modes such as in-person or virtual qualitative and real-world data pulls ranged from 27-37%.

Across all research types most MDs are only willing to do 1-3 per month

- Women are more likely than men to participate in 1-3 market research studies per month
- Men are more likely than women to participate in real-world data studies
- Caucasians are more likely to do both in person and web enabled studies, but only a few per month.
- African American MDs are more likely to do 4+ web enabled studies per month
- Academic-based MDs are the most likely to do 4+ web enabled studies per month

Most physicians feel 16–30 minutes is an acceptable amount for a research study

- 29% of women expect the amount of time they spend on market research to increase
- Fewer midwestern physicians anticipate research time to increase than other regions
- Most physicians who have practiced between 11-25 years anticipate the time they spend on research to increase
- Physicians who have practiced between 26-50 years feel the strongest that the time they spend on research will remain the same

Paul Allen
Executive Vice President, Research Services
Direct: 267-352-4942
Cell: 215-499-0244
pallen@olsonresearchpa.com

Joanna Todd
Senior Research Manager
Direct: 267-352-4955
jtodd@olsonresearchpa.com

OLSON RESEARCH GROUP
1040 Stony Hill Road, Suite 125
Yardley, PA. 19067
267-487-5500

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www.olsonresearchgroup.com