HCP INTERACTIONS IN A CV-19 WORLD

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COVID-19 has radically altered the landscape of HCP interactions with patients and pharmaceutical companies.

To help clarify the types, breadth, and depth of these changes, Ipsos Healthcare is conducting research with healthcare providers (HCPs).

We want to understand how physicians’ behaviors and perceptions are changing, particularly in how they interact with pharmaceutical companies & their patients.

THE RISE OF TELERMEDICINE

COVID-19 has forced the rapid and widespread adoption of telemedicine. But it is likely that telemedicine, in some form, is here to stay.

CHANGING PRACTICE DYNAMICS

COVID-19 has already had a dramatic impact on the lives and practices of HCPs.

THE TRANSITION TO E-Detailing

E-detailing is important and can be very effective.
When looking at the impact of CV19 on general vaccination behaviour, physicians on G-MED expect higher future uptake across vaccines

For many physicians on the forum, COVID-19 will have a positive impact on the general rate of vaccinations in years to come. This impact is expected to be most felt in the uptake of flu vaccinations. However, many of the physicians who replied to this poll believed the rates of vaccination would likely fall off, since the behaviour will most likely be post-CV19 panic, rather than a fundamental change of belief.

Some of the physicians on the community are apprehensive about the potential impact anti-vaxxers may have on the positioning of the CV19 vaccine. Some of these physicians expect anti-vaxxers to equate expedited vaccination development with lower efficacy and safety, which could influence the wider public. On top of this, some fear what could happen to vaccination rates if the CV19 vaccine is later proven to be unsafe.

The calm after the storm: Physicians’ conversations online are turning to the longer-term management of CV19

Amongst physicians in the G-MED community, conversations have moved beyond the high-alert emergency topics of PPE, ventilation and hospitalisations and moved into calmer territory, such as:

Establishing treatment protocols for CV19 and non-CV19 patients

Lasting effects of CV19 and specific population concerns

Hopes (and concerns) around vaccination development

Physicians’ increased comfort with virtual education

There is a sense of cautious optimism amongst physicians on the community

Summary learnings in this wave from the G-MED Community:

Physicians feel they have been ‘through the worst’ of the pandemic and have cautious optimism, specifically regarding a potential CV19 vaccine

CV19 is expected to increase general vaccination uptake – at least for the short-term future

Physicians are engaging with virtual learning opportunities, particularly those not treating CV19 with decreased caseloads

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  - PARTNERSHIP LINKS TO IMPORTANT TOOLS

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