

Overview 2000 – 2011: Market research projects conducted by **IMIG** (exclusive projects) with target groups in healthcare policy and adjoining areas (physicians' networks, hospitals, etc.)

Subject	Year	Target groups	Interview technique	Sample size
<i>"Pharmaceutical industry and physicians' networks"</i>	2000	Network managers / Directors / Management of physicians' networks	Narrative face-to-face interviews	20 interviews
<i>"Attitude to and experience with new forms of providing care"</i>	2002	Founder / Directors of physicians' networks	Digitally recorded face-to-face interviews	10 interviews
<i>"Attitude to and experience with physicians' networks / new forms of providing care"</i>	2002/2003	Members / doctors in physicians' networks	Telephone interviews	80 interviews
<i>"Significance and criteria for the initiation and listing of new pharmaceuticals / medical tools in the hospital"</i>	2005	Hospital administration directors / hospital managers / hospital medical controllers	Semi-structured face-to-face interviews	20 interviews
<i>"Expectations of and attitude to health care representatives"</i>	2006	Statutory Health Insurance employees / Association of Statutory Health Insurance Physicians / Statutory Health Insurance Medical Review Board / doctors' and pharmacists' organisations / hospitals	Semi-structured face-to-face interviews	100 interviews
<i>"Experience with and demands on (healthcare policy) contact with the pharmaceutical industry"</i>	2006/2007	Patient organisations (federal level, federal state level, regional level)	Semi-structured face-to-face interviews	50 interviews
<i>Nationwide research of physicians' networks</i>	3 quarter 2007	All relevant physicians' networks / Germany	Telephone and internet research	Over 400 networks
<i>"Current and future developments in physicians' networks"</i>	4 quarter 2007	Physicians' networks	Telephone interviews	90 interviews
<i>"Current Developments in Healthcare"</i>	3 + 4 quarters 2008	Statutory Health Insurance (Payer), Association of Statutory Health Insurance Physicians (Player), patient organisations, hospital doctors, hospital administrators, hospital pharmacists, community-based pharmacist	Digitally recorded face-to-face interviews	170 interviews (7 target groups)
<i>"Statutory Health Insurance and Pharmaceutical Industry"</i>	3 quarter 2009	Statutory Health Insurance	Digitally recorded face-to-face interviews	40 interviews
<i>"Current Developments in Healthcare"</i>	1 quarter 2010	Medical Controllers	Digitally recorded face-to-face interviews	35 interviews
<i>"Possibilities for co-operation with pharmaceutical companies"</i>	4 th quarter 2010	Statutory Health Insurers (payers)	Digitally recorded face-to-face-interviews	20 interviews
<i>"Attitudes towards pharmaceutical companies"</i>	2 nd quarter 2011	50 docotors' networks (chairmen and members)	Digitally recorded interviews	140 interviews
<i>"Statutory Health Insurers [SHI] (Law on realignment of the pharmaceutical market in Germany) and the pharmaceutical industry 2011"</i>	2 nd +3 rd quarters 2011	(Local SHIs, substitute health insurers, company health insurance funds, guild health insurance funds	Digitally recorded interviews	40 interviews

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