

# Telephone-based physician survey

- **APIaktuell**

## The survey method

**APIaktuell** is a **telephone-based panel survey of 300 physicians** that is conducted each month. The survey focuses on PCPs (APIs in German) whose primary specialization is the treatment of **type 2 diabetes**. Among the 300 interviewees, more than 80 are diabetes specialists. The interviews focus primarily on determining what **factors currently influence** the prescribing behavior of the target group and identifying trends in this area.

## The objective

**The survey's aim** is to study physicians' attitudes toward current issues such as **disease management programs (DMP)** as well as to obtain up-to-date information about indication-related trends and changes in PCPs' prescribing behavior. By continuously surveying current prescribing trends and obtaining issue-specific information through **APIaktuell**, pharmaceuticals companies can identify **trends and changes in PCPs' prescribing behavior** for diabetes early on **determine which factors influence prescribing behavior**. Thus, the survey allows pharmaceuticals companies to obtain up-to-date information on which they can base their strategic decisions.

## Implementation

**IMIG** handles the coordination, structuring and formulation of the monthly issues questions and takes care of overall project analysis. Besides its exclusive focus on pharmaceuticals market research, **IMIG** also has a broad base of experience in establishing and analyzing studies about current issues **that go beyond individual products**.

The interviews are conducted by a specially trained team from **adm®** (Berlin / Mannheim). **adm®, the agency for dialog marketing**, is Germany's largest provider of direct marketing services for the pharmaceuticals sector and has many years of experience in scientifically-based pharmaceuticals dialog. The interviewers in the **adm®- APIaktuell** team have the qualifications and expertise needed for this special project.

## The results

Interested pharmaceuticals companies can obtain the results of the **APIaktuell** survey through a **12 or 6-month subscription** from either **IMIG** or **adm®**. Subscribers can also follow two **focus groups** of 8 - 10 physicians each via closed-circuit TV in an adjacent room (in May 2003 in Berlin and in November 2003 in Munich). In the focus groups, the **APIaktuell** team discusses selected survey results in depth with the physicians. The results of the discussions are also published for subscribers. To a limited extent, subscribers can also post "**company and/or product-specific questions**" each month (not included in the price of the subscription).

**Nine pharmaceuticals companies** took part in a community study on diabetes in 2003: **Abbott/MediSense, Aventis, Berlin Chemie, LifeScan, Lilly, Merck/Darmstadt, NovoNordisk, Pfizer and Roche Diagnostics**. The continuation of **APIaktuell** is being conducted as an online survey for 2004.

## IMIG

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