



INSIGHT SCOUTS HEALTHCARE CREDENTIAL

Insight Scouts Research & Consultancy



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About Insight Scouts (IMR)

Insight Scouts (IMR) is a young and fast growing full service market research agency. Its headquarters are based in Cyprus and specializing in GLOBAL DATA COLLECTION for international companies and market research agencies. Insight Scouts works mainly for countries of Middle East, Levant, North Africa, Cyprus, Turkey and Pakistan.

We also cover markets across central and Eastern Europe. We offer a full range of quantitative, qualitative research and mystery shopping service backed by strict quality control procedures.



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Insight Scouts (IMR) Mission and Vision

Our promise to clients

More than ever, research is a major investment. At Insight Scouts (IMR) We treat your investment as our own.

Our unique value to clients

- Deep knowledge and expertise of complex markets
 - Integration of the team from different geographical locations to ensure integrated insights
 - Detailed knowledge of international healthcare system and cultural differences
 - Global client relationship and understanding client needs innovative
 - We stream toward implementing new services to meet the development in market trends
- Dependable research management
- Strict commitment to deadlines
 - Quality assurance
 - Reliability
- Proactive customer service
 - Collaborations/partnership&consultancy/advice for every project stage
- Convenience-centralized coordination with a single point of contact



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Insight Scouts (IMR) Unique Offer

Our dedicated client service team offers centralized project management support to all our clients which help us to deliver quality data efficiently and cost effectively.

Pricing

Our cost is 15% lower than country wise local agencies cost due to:

- › We charge only one time project management fee and data processing cost for handling multi country projects.
- › Our partners give us 20-25% discount in cost by considering our long term relationship and volume of purchase from our side.



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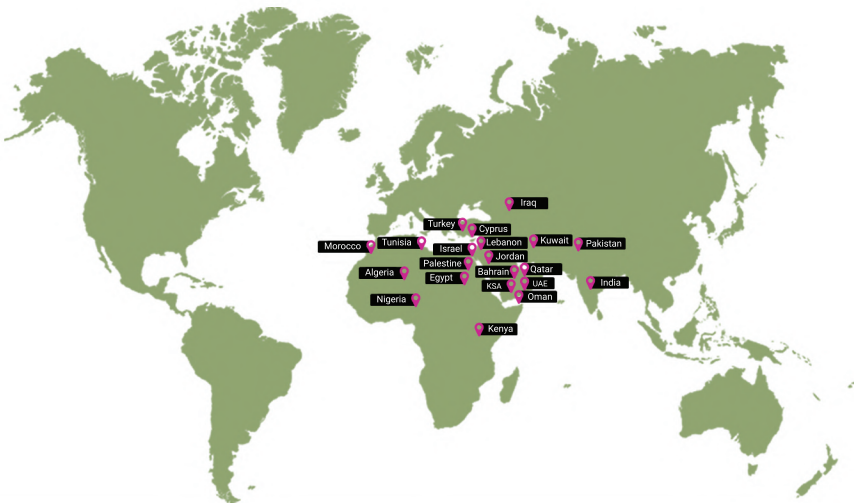
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Insight Scouts (IMR) Reach

Insight Scouts (IMR) collects market data for global companies in all regions. Our main focus is Middle East, Levant, GCC, and North Africa. We cover also countries of Eastern and central Europe.

Physical Presence



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Insight Scouts Healthcare Experience

Healthcare Industry is an imperative need for Market Research

Healthcare is an industry where the need for accurate, timely and reliable information to support successful decision-making is absolutely imperative. Unlike the development and marketing of products in the consumer goods, retail and media industries, the products that are developed in healthcare are directly tied to one's health and well-being. Drugs and medical devices are being developed that can significantly improve people's lives – and in many cases even save them.

Here, Insight Scouts HealthCare market research contributes as a vital function in healthcare companies meeting their responsibilities in this regard.

Insight Scouts HealthCare stands ready to help and guide our clients to successful decision-making.



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Experience in Different Therapeutic Areas

At Insight Scouts (IMR) we are bringing together the best resources to ensure we deliver the highest standard of work with maximum insights.

- Schizophrenia
- Hypertension
- Osteoporosis
- Glomerulonephritis
- Virology
- Autoimmune/Habitates
- Epilepsy
- Dyslipidemia
- Osteoarthritis
- Diabetes
- Respiratory
- Bipolar Disorders
- Depression
- Rheumatoid Arthritis
- Oncology
- Cardiovascular



Insight Scouts (IMR) Healthcare Field Services

- Qualitative Services
- Quantitative Services
- Medical Translation Service
- Conference Viewing Facility
- Complete service from script-writing
- Translations and hosting to additional recruitment and data services

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Insight Scouts (IMR) Methodologies

#	What Insight Scouts Qualitative Technique Expertise research offers	What Insight Scouts Quantitative Technique Expertise research offers
1	Multi countries coverage	Dedicated Healthcare Fieldwork Team to support Insight Scouts Healthcare
2	Sharing of global methodologies , approaches and standards	Unparalleled access to radiologists, pharmacists, hospital administrators, purchasing, nurses, biomedical engineers, lab technicians and medical technologists
3	A combination of local and International insight	Expertise in telephone interviewing
4	Moderators with extensive experience in healthcare	Expertise in face-to-face interviewing
5	Insightful objective-driven research findings	Expertise in online interviewing
6	Customised methodologies to meet objectives: Studies/Patient Record/Diary studies Personal Interviews/ In-depth Interviews Dyads/Triads, Friendship pairs Focus Groups, Executive groups Observations, Ethnographies In-home interviews Workshops Telephone or CATI	A broad range of techniques & solutions: Conjoint, PinPoi, Brand Mapping, Forecasting, Segmentation

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Experience in Different Research Types

- › Pack Testing
 - › Company Images
 - › Usage & Attitude
 - › Pricing researches
 - › Promotional / Ad Testing
 - › KOL Research
-
- › Product Pre – Launch
 - › Stay On Therapy
 - › Patient's Usage & Attitude
 - › Brand Positioning
 - › Forecasting
 - › Medical technology
 - › Consumer Healthcare Attitude Segmentation
-
- › RX pattern assessment studies
 - › Evaluating Impact/recall of detail aid among physicians
 - › Incidence and prevalence studies
 - › Diagnostic research
 - › Treatment gap analysis
 - › Sales force effectiveness
 - › Over the counter medicines
 - › Market Landsc
 - › HCP Evaluation studies
 - › Improvement of customer loyalty
 - › Development of Value propositions



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How Can We Help?

Insight Scouts (IMR) with its presence, expertise will be Working in partnership with you in the following:

Working in partnership with you

- › International Network
- › Therapy Area Expertise
- › Global Client Relationships
- › Global Therapy Monitors
- › Specialisms
- › Solutions
- › Syndicated Services
- › Advanced Analytics
- › Medical Technology
- › Global Fieldwork Capabilities



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Insight Scouts and Partner Team's Experience with Some Healthcare Researches

#	PROJECT NAME	METHODOLOGY	SPECIALTY
1	INSULIN RESEARCH	IN-DEPTH	ENDOCRINOLOGY
2	INSULIN RESEARCH	IN-DEPTH	INTERNAL MEDICINE
3	ANTIBIOTIC TEST CONCEPT RESEARCH	FOCUS GRUP	PRACTITIONER, PEDIATRICIAN
4	PATIENT RESEARCH	IN-DEPTH	PATIENT
5	PROJECT SOLITAIRE	DUO	INTERNAL MEDICINE DUO
6	PROJECT SOLITAIRE	DUO	CARDIOLOGIST DUO
7	PROJECT SOLITAIRE	IN-DEPTH	NEUROLOGIST
8	PROJECT SOLITAIRE	IN-DEPTH	CARDIOLOGIST
9	PROJECT SOLITAIRE	IN-DEPTH	INTERNAL MEDICINE
10	GC PROJECT	IN-DEPTH	GENERAL SURGEON
11	PATIENT RESEARCH	IN-DEPTH	PATIENT
12	UROLOGIST FG PROJECT	FOCUS GRUP	UROLOGIST
13	ATRIAL FIBRILLATION MARKET ASSESTMENT RESEARCH	F2F	CARDIOLOG, INTERNAL MEDICINE, FAMILY PHYSICIANS, GENERAL PRACTITIONERS
14	ITP PROJECT	IN-DEPTH	HEMATOLOGY

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#	PROJECT NAME	METHODOLOGY	SPECIALTY
1	HEPATIT-B PROJECT	IN-DEPTH	GASTROENTEROLOG, INFECTIOUS DISEASE
2	INSULIN INJECTION PROJECT	IN-DEPTH	PHARMACIST, DIABETES NURSE, PHARMACIST
3	ALZHEIMER MARKET RESEARCH	F2F	NEUROLOGIST, PSYCHIATRISTS
4	AH PROJECT	F2F	FAMILY PHYSICIANS
5	SCHIZOPHRENI-PATIENT RESEARCH III	IN-DEPTH	CAREGIVERS
6	INSOMNIA PROJECT	IN-DEPTH	NEUROLOGIST,PSYCHIATRISTS
7	DERMATOLOGIST RESEARCH	FOCUS GROUP	DERMATOLOGIST
8	SHARE RESEARCH	F2F	NEPHROLOGIST, INTERNAL MEDICINE SPECIALIST, GENERAL PRACTITIONER, FAMILY PHYSICIAN
9	HYPERTENSION MARKET RESEARCH II	F2F	FAMILY PHYSICIAN, CARDIAC, INTERNAL MEDICINE, NEUROLOGIST, NEPHROLOGIST, ENDOCRINOLOGIST
10	TYPE 2 DIABETES PATIENT PROJECT	FOCUS GRUP	PATIENT
11	TYPE 2 DIABETES PATIENT PROJECT	IN-DEPTH	PATIENT
12	HEPATIT-B PROJECT 2	FOCUS GRUP	GASTROENTEROLOG, INFECTIOUS DISEASE SPECIALIST
13	HEPATIT-B PROJECT 2	IN-DEPTH	GASTROENTEROLOG, INFECTIOUS DISEASE SPECIALIST
14	PROJECT BEAN (RENAL CELL CARC7NOMA PROJECT)	IN-DEPTH	MEDICAL ONCOLOGIST
15	PANCREATIC NET (PANCREATIC NEURO-ENDOCRINE TUMOR)	IN-DEPTH	ENDOCRINOLOGIST, GASTROENTEROLOG, MEDICAL ONCOLOGIST
16	INSOMNIAPROJECT PHYSICIANS	F2F	INTERNAL MEDICINE, PULMONOLOGIST, NEUROLOGIST, PSYCHIATRISTS, FAMILY PHYSICIAN

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#	PROJECT NAME	METHODOLOGY	SPECIALTY
1	RICT	IDI	UROLOGISTS
2	DCM	IDI	ONCOLOGIST
3	OSTEOPOROS RESEARCH	F2F	FTR, ORTHOPEDICS, INTERNAL MEDICINE, GYNECOLOGY, RHEUMATOLOGY, ENDOCRINOLOGY
4	CARDIOVASCULAR VACCINE PROJECT	IN-DEPTH	CARDIOLOGIST, PULMONOLOGIST/CARDIOVASCULAR, SURGEON, INFECTIOUS DISEASE, SPECIALIST/HOSPITAL HEALTH STAFF
5	AMEDE15064	F2F	ORTHOPAEDICS, HAND AND PLASTIC SURGEON
6	INSULIN INJECTION PROJECT	FOCUS GRUP	INTERNAL MEDICINE
7	INSULIN INJECTION PROJECT	IN-DEPTH	ENDOCRINOLOGIST
8	DIABETES DIARY SURVEY	F2F-DIARY	INTERNAL MEDICINE, ENDOCRINOLOGIST, FAMILY PHYSICIANS, FAMILY PRACTITIONER, CARDIOLOGIST
9	ONCOLOGY THERAPY MONITOR	F2F-DIARY	MEDIKAL ONKOLOGIST
10	EUROPE SEGMENTATION PROJECT	IN-DEPTH	PSYCHIATRISTS
11	EUROPE SEGMENTATION PROJECT	F2F	PSYCHIATRISTS
12	MULTIPL MYELOM PATIENT DIARY	IN-DEPTH	HEMATOLOGIST
13	CANCER STUDY	IDI	GYNECOLOGIST
14	U&A FLU VACCINE	F2F	GENERAL PHYSICIANS
15	DORMO COSMETICS	F2F	DERMATOLOGIST
16	MULTIPLE MYELOM	PATIENT RECORD/DIARY	HEMATOLOGIST

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#	PROJECT NAME	METHODOLOGY	SPECIALTY
1	COLORECTAL CANCER	F2F+ DATA ENTRY	ONCOLOGISTS
2	FIBROMYALGIA	COGNITIVE DEBRIEFING	PATIENT
3	EGMA	IDI	PEDIATRICIANS, GASTRO & GP
4	DIABETES	IDI	ENDOCRINOLOGISTS
5	ORTHOPEDIC AND TRAUMA SURGERY	IDI	ORTHOPEDIC SURGEONS & TRAUMATOLOGISTS
6	THE PD-L1 TRACKER 2018	QUANT F2F	ONCO AND PATHO
7	POSTMENOPAUSAL OSTEOPOROSIS (PMO)	F2F	ORTHOPEDICS 90%, GYNA 10%
8	BONE METASTASIS	F2F	ONCOLOGISTS
9	METASTATIC COLORECTAL CANCER (MCRC)	F2F	ONCOLOGISTS
10	MULTIPLE MYELOMA (MM)	F2F	ONCOLOGISTS+ HEMATOLOGISTS
11	CARDIO-METABOLIC OR CARDIOVASCULAR	F2F	CARDIOLOGISTS+ INTERNAL MEDICIN
12	RRT	F2F	NEPHROLOGISTS & INTENSIVISTS
13	SEHA	F2F	INDIVIDUALS HAVING HEALTHCARE INSURANCE
14	DIABETES TREATMENT PARADIGM	F2F	PHYSICIANS
15	SOFT TISSUE SARCOMA	F2F	PHYSICIANS
16	HEMOPHILIA A NEEDS ASSESSMENT	F2F	HEMATOLOGISTS,NURSES AND PATIENTS
17	DIABETES	F2F	ENDOCRINOLOGISTS / DIABETOLOGISTS, INTERNISTS,GENERAL PRACTITIONERS

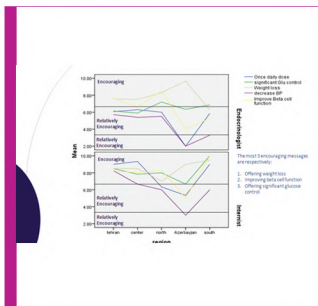
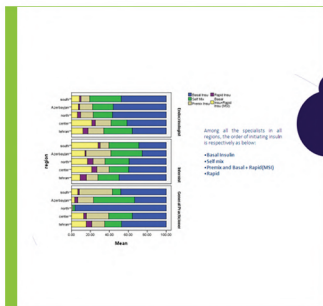
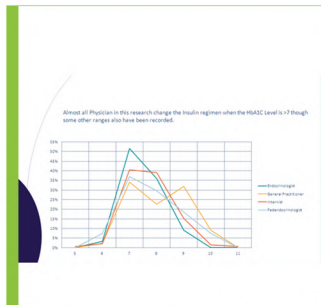
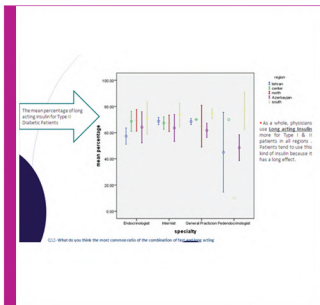
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Sample of Analysis



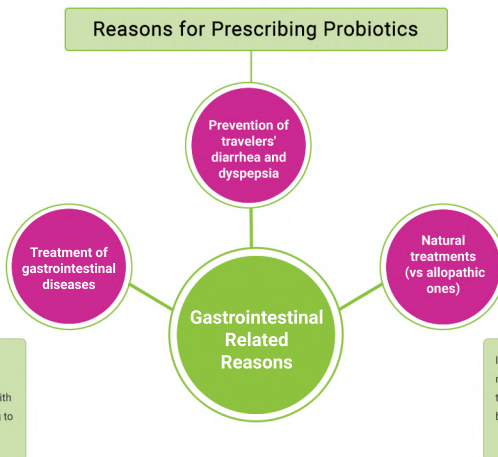
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Sample of Reports



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Barriers to Prescribing Probiotics

3 HCPs out of 13 were not currently prescribing probiotics

Why?

In Major

- › Relative expensive price of probiotics compared to ORS and routine healthy diet
- › Lack of clinical data to prove the efficacy and safety profile
- › Lack of official guidelines in order to include probiotics in the diarrhea treatment protocol and authorizations to have several products on the market
- › Problems of availability: very few brands and difficulty to find them in some areas

In Minor

- › Competition from ORS which are perceived as efficacious and appropriate to treat diarrhea

Providing additional information, a reasonable price and ensuring the availability are the main weapons to change the behavior of the few non-prescribers

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Clinical evaluation of the patient

- › Age
- › Current frequency of excretion n
- › Pain and children attitude: tears usual habit especially
- › Frequency of vomiting
- › The response to a skin tumor test,
- › Capability to keep more food than skin aspect excreting-vomiting
- › Fever
- › Previous diarrhea events

Which treatment(s) to prescribe?

ORS

- › Always prescribed for all types of diarrhea thanks to its rehydrating benefits.

ALWAYS

Probiotics

- › Always prescribed as a supplement, either with ORS ,or with a routine diet.
- › Especially recommended in viral diarrhea
- › For babies in all form of diarrhea + ORS
- › Possible drawback: the social-economical background/ insurances: can patients afford it?

ALWAYS

Zinc

- › Prescribed in sever diarrhea/ vomiting to compensate zinc loss
- › Systematically for acrodermatitis enteropathica (babies weaning disorder/ zinc _dlsorder)

OFTEN

Antibiotics

- › Prescribed in bacterial diarrhea, in case of fever and peripheral symptoms

RARELY

Intestinal absorbents

- › None of the physicians mentioned intestinal absorbents as treatments for diarrhea.
- › Low awareness

NEVER

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Insight Scouts (IMR) Health Care Team



Insight Scouts healthcare research teams are familiar with a wide range of different industries and markets and are characterized by their high level of specialist knowledge.

In Insight Scouts (IMR) interviewers use and receive comprehensive training and the surveys are monitored in accordance with valid quality criteria. Based on many years of experience, we have developed an experience team that is familiar with healthcare projects, methodologies and knowledge for healthcare, we ensure our healthcare team is educated and with healthcare Academic Background.

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