The Source of Insights

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Biggest Win

Patient Centricity

Next Biggest Win

Meeting the Needs of HCP

Honorable Mentions

Patient Adherence

HCP Social Media

Consumer Social Media

HCP Cx

	A/B	Up/Down	C	Up/Down	D/F	Up/Down	Not Sure
Consumer/Patient Customer Experience	17%	⬇	56%	⬆	27%		-
★ HCP/Professional Customer Experience	24%	⬇	62%	⬆	14%		-
★ Consumer/Patient Social Media Innovation	24%	⬇	52%	⬆	19%		5%
★ Meeting The Needs of Health Professionals (relevance, content, personalization)	26%		47%		26%	⬆	2%
★ Driving Patient Adherence with Rx	24%		55%	⬆	17%	⬇	5%
Field Force and Sales Rep Innovation	17%	⬇	48%	⬆	31%		5%
★ HCP/Professional Social Media Innovation	24%	⬆	50%	⬇	21%		2%
★ Patient Centricity	32%	⬆	45%	⬇	19%		-
Medical Affairs Innovation	10%		45%	⬆	34%		11%
Linking Health Professional Data with Consumer Data	17%	⬆	36%	⬇	43%		5%

Biggest Gains in Self Reported Grades

	A/B	Up/Down	C	Up/Down	D/F	Not Sure
HCP/Professional Social Media Innovation	24%	⬆	50%	⬇	21%	2%
Patient Centricity	32%	⬆	45%	⬇	19%	-
Linking Health Professional Data with Consumer Data	17%	⬆	36%	⬇	43%	5%

Biggest Drops in Self-Reported Grades

	A/B	Up/Down	C	Up/Down	D/F	Not Sure
Consumer/Patient Customer Experience	17%	⬇	56%	⬆	27%	-
HCP/Professional Customer Experience	24%	⬇	62%	⬆	14%	-
Consumer/Patient Social Media Innovation	24%	⬇	52%	⬆	19%	5%