

A group of business professionals are seated around a large conference table in a bright, modern meeting room. They are engaged in a discussion, with some looking at laptops and others at documents. The room has large windows in the background, and the overall atmosphere is professional and collaborative. The text "The Source of Insights" is overlaid in the center of the image.

The Source of Insights

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A blurred background image showing two women, one younger and one older, looking at a tablet together. The text is overlaid on this image.

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%