Impact of COVID-19: A physician’s perspective

India Report

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Sample: 153 interviews conducted amongst General Practitioners/ Family Physicians, Consulting Physicians, Pediatricians, Gynecologists, Cardiologists and Diabetologists

Survey date: 21 - 24 March 2020

Geography: India (Delhi, Mumbai, Bangalore, Pune, Lucknow and Kochi)

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The Covid-19 pandemic continues to take immense toll not just on people's health, but also on various other facets of their lives. While countries continue their efforts to contain the spread, the economic impact of the crisis is yet to be fully understood.

Healthcare professionals continue to provide their services to patients in these tough times. However, they too are facing a new set of challenges. Patients may not be able to reach consultation rooms because of movement restrictions and drug companies are unable to engage with doctors due to social distancing requirements.

In the light of these unprecedented challenges, Kantor took the onus of understanding physician experiences related to the changes in their clinical practice, their expectations from drug companies and their outlook towards the pandemic.

Here are some key highlights:

More than 70% doctors have seen a decrease in the number of face-to-face consultations.

Highest impact seen with Pediatricians

Has the no. of patients consulting you face-to-face increased/ decreased/ remained the same in the last two to three weeks since the spread of Covid-19?

Close to 50% doctors have seen an increase in telephonic consultations.

Has the no. of patients consulting telephonically increased/ decreased/ remained the same in the last two to three weeks since the spread of Covid-19?
Around 40% doctors express the desire to stay connected with pharmaceutical companies in the scenario that sales rep calls may not be possible.

Would you want pharma companies to connect with you in some other way given that the sales rep visit may decline or may not be possible?

- Yes
- No
- Not sure

Digital apps (35%) and emails (35%) are the most preferred touchpoints.

- Digital apps: WhatsApp (or other) videos/ messages/ audios for detailing 35%
- E-mail Communication 35%
- Mailers/ Flyers 9%
- Knowledge Platforms 8%
- Telephonic Reminders/ Detailing 8%

Around 75% of the doctors are satisfied with the way the Indian government has handled the Covid-19 situation in India

Are you satisfied with the way the Indian government has handled the Covid-19 situation in India?

- Satisfied
- Not satisfied
- Not sure

Close to 80% doctors feel that impact of the pandemic will last for less than three months.

How long do you think the impact of COVID-19 situation will last in India?

- < 3 months
- 3-6 months
- > 6 months
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