

# Patient-reported healthcare evidence



## At a glance

With nearly 2 million total survey respondents, NHWS provides rigorous patient-reported data, with national projections to deliver patient information across over 200 conditions in 12 countries, now including South Korea and Taiwan.

As healthcare system budgets tighten and payers and regulators continue to focus on the patient's perspective, real-world research is key to the success of pharma products. Patient-reported outcomes (PRO) are increasingly being considered as a standard part of regulatory submissions and reimbursement decisions.

The National Health and Wellness Survey (NHWS) helps fulfill these needs by giving you direct access to patient-reported information. NHWS provides an unsurpassed breadth and depth of world-class patient data, supporting your internal strategy development and external communications by enabling you to:

- Quantify unmet medical needs
- Determine or influence strategy
- Outmaneuver the competition
- Inform population design, validate assumptions and supplement data for clinical trials
- Provide input into dossiers and/or models

- Change or create policy
- Change or adapt guidelines
- Develop sales tools
- Provide scientific communications to physicians

As part of our patient-centered research program, PACER\*, our general population survey has broad coverage, including respondents regardless of their interaction with the healthcare system or where they are in their patient journey. We provide access to:

- Patients who are diagnosed/undiagnosed yet symptomatic\*\*
- Patients who are untreated/treated with prescription and/or over-the-counter medications

NHWS includes validated instruments and disease-specific measures to help identify granular patient segments important to you and to profile and understand these patients to optimize the value proposition and inform brand strategies.

\*PACER is our patient-centered research program that serves as the basis for NHWS, as well as our proprietary epidemiological patient information, PainMPact™ and other syndicated studies.

\*\*Available for select indications

**NHWS covers a broad range of healthcare topics relating to patients' attitudes, behaviors, characteristics and demographics.**

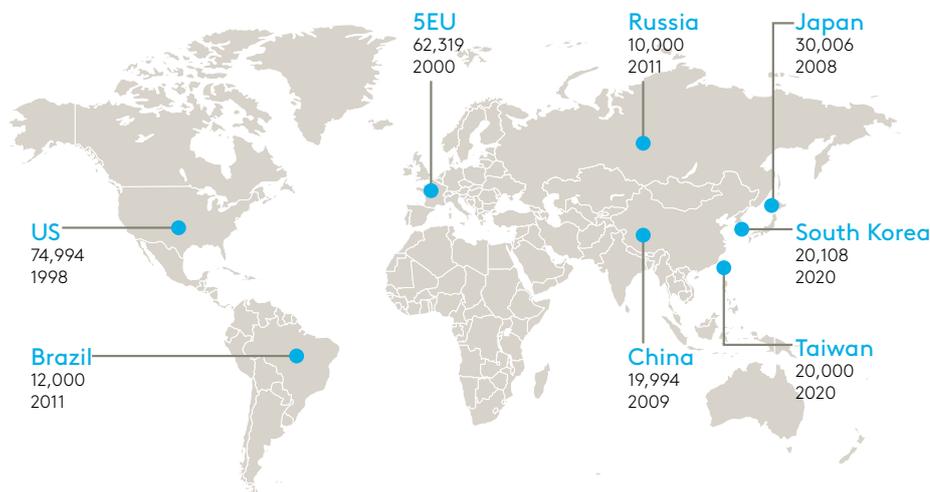
NHWS includes custom analyses and a syndicated First View report covering:

- Epidemiology of the condition
- Patient diagnosis and treatment choices
- Demographic and health profile of sufferers
- Patient compliance and satisfaction
- Utilization of healthcare resources
- Patient attitudes and approaches to healthcare
- Patient-reported outcomes
- Condition-specific questions\*

**Extending the value of NHWS**

Using NHWS data, our research team can create complex algorithms and advanced modeling to support your analysis and publication needs. Additionally, NHWS respondents can be recontacted and queried with proprietary questions according to your specific needs.

**NHWS is the largest general population study based on primary research with nearly 2 million total survey responses since inception**



Most recent sample size and inaugural year

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Kantar is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology, we help our clients **understand people and inspire growth.**

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