

Insomnia: Patient Digital Landscape

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Abstracts

This report can be delivered to the clients within 7-10 Business Days.

“Insomnia-Patient Digital Landscape” report provides a full picture of multichannel activity directed towards patients in Insomnia. Patient-specific digital research helps to understand patient journey mapping for more effective patient engagement.

The report answers some key questions:

What are the key online channels for pharma content distribution across the patient journey? What type of information and resources do consumers want across digital channels from pharma?

Which digital content should we prioritize, and through which channels should distribute to reach our audience most effectively?

Which channels, sources and platforms are your audiences relying on for information and decision-making?

What are the common feature on the competitor website?

How can pharma brands help to maximize patient adherence to their medicines?

This report helps marketers, multichannel teams and commercial leaders to:

Understand the extent of your competitors’ digital outreach, including disease awareness, patient education and support and more

Benchmark digital patient models and strategies against competitors

Learn which innovators are winning and why

Implement best practices and prioritize the right content and support

Validate your plans and justify investment in digital

Note: Certain sections of the report would vary according to the availability of information. This report can be delivered to the clients within 5-7 business days.

Contents

1. EXECUTIVE SUMMARY

2. UNITED STATES: PATIENT-DIRECTED ACTIVITIES

Recent developments
Regional channel strength overall
Regional overview by channel
Branded websites
Case study of top branded websites
Unbranded websites
Case study of top unbranded websites
Mobile applications
Case study of top mobile apps
Social media account
Case study of top social media account

3. EUCAN: PATIENT-DIRECTED ACTIVITIES

Recent developments
Regional channel strength overall
Regional overview by channel
Branded websites
Case study of top branded websites
Unbranded websites
Case study of top unbranded websites
Mobile applications
Case study of top mobile apps
Social media account
Case study of top social media account
Appendix
Report Methodology
Disclaimer
About CmaxInsight

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