

Insomnia: Physician Digital Landscape

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Abstracts

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

“Insomnia-Physician Digital Landscape” report provides a full picture of multichannel activity directed towards HCPs in Insomnia. HCP-specific digital research helps the pharma companies to know more about physicians’ digital journey and to make better decisions to engage and drive behaviour across all channels.

The report answers some key questions:

What are the top channels HCP audiences use to seek out for professional information?

What content resonates most with physicians in these channels?

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

What types of digital content and website features are most likely to engage and activate your HCP audiences?

What are the common feature on the competitor website?

How do physicians use resources on pharma websites to support their practice and share with patient?

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: HCP-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 applications
Social media
Case study of top social media account

3. EUCAN: HCP-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 applications
Social media
Case study of top social media account
Appendix
Report Methodology
Disclaimer
About CmaxInsight

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