

Psoriasis: Patient Digital Landscape

https://marketpublishers.com/r/PBE8AD03B89EN.html

Date: January 2019

Pages: 50

Price: US\$ 2,500.00 (Single User License)

ID: PBE8AD03B89EN

Abstracts

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

"Psoriasis-Patient Digital Landscape" report provides a full picture of multichannel activity directed towards patients in Psoriasis. 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

Psoriasis: Patient Digital Landscape



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



I would like to order

Product name: Psoriasis: Patient Digital Landscape

Product link: https://marketpublishers.com/r/PBE8AD03B89EN.html

Price: US\$ 2,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/PBE8AD03B89EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:	
Last name:	
Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970