

# Psoriatic Arthritis: Physician Digital Landscape

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## Abstracts

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

“Psoriatic Arthritis-Physician Digital Landscape” report provides a full picture of multichannel activity directed towards HCPs in Psoriatic Arthritis. 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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