

Study on Healthcare Market During Economic Downturn

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Study Objective

The objective of this study was to understand the effect of economic downturn on healthcare industry. This also includes policy changes and other initiatives in various economies for improved healthcare infrastructure.

This study observed measures taken by various governments for improving healthcare infrastructure for geriatric patients and identifying upcoming trends in healthcare industry.

This study was commissioned to iResearch Services on behalf of the client, wherein iRS initiated with design of questionnaire, programming, fieldwork and reporting of the final insights within six weeks.

Methodology used and iRS Value Addition

The study involved frontline healthcare professionals and administrators in healthcare organizations who have in depth knowledge of the real scenario in healthcare industry.

We ensured a good quality deliverable by taking steps such as providing project training to the team on healthcare terms specific to the project. In addition, the team was given an overview of the scenario in healthcare market.

100% call recordings with Quality Control Monitoring ensured that the client received rich and valuable data.

iResearch Services also took entire responsibility of project execution, starting with survey programming, hosting and management of survey links and data reporting in SPSS. 100% real time reporting ensured that the client was abreast with the project execution.

Universe

- Designation Universe
 - General practitioner/physician
 - Hospital Doctor
 - Surgeon
 - Consultant/specialist
 - Clinician
 - Therapist
 - Healthcare administrator/manager
 - Social/community worker
 - Pharmaceutical and biotech professionals
 - Healthcare journals
- Sectoral Universe
 - Frontline healthcare organizations
 - Pharmaceuticals companies
 - Biotech companies
- 100 % achievement of all “hard quotas” & “soft quotas”
- Incidence Rate between 5 to 10 %
- High quality & faster turn around time of data appreciated by client

Quota



***n* = 1060**

6 Weeks

European Union Geographies

Takeaway

This study enabled our client to get an insight on the effect of economic downturn in the EU countries and their capacity to meet healthcare demands.

We also addressed some of the top challenges faced by the EU countries healthcare system due to economic downturn, highlighted by healthcare majors.

Government have been taking Initiatives to promote health awareness, although some of the major effects of this downturn on healthcare infrastructure were observed and focus areas like improvement of the geriatric patients were key.

There were few barriers for improvement on healthcare of aging population while identifying trends followed by the healthcare industry with growing aging population.

Policy formulation and governments approach towards aging population gave few insights from the Government perspective.

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