

Edition NOVEMBER 2010

Healthcare

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Dear colleagues, clients and friends,

It is my pleasure to introduce to you the latest news delivered by the GfK Healthcare experts in Central & Eastern Europe. As you can read in our CEE Newsletter, our region is also coping with the challenges of reforms in the healthcare systems. The good news is that this cloud has some silver lining and our research has shown not only the obvious challenges but also opportunities related to them.

The newsletter also presents one of our major innovations – within the last few months GfK has been »going digital« as fast as possible. This trend is documented in several news items. Let me just highlight the innovative use of Facebook when researching the rather private topic of contraception.

As always, we talk about our solutions for measuring ROI – as return on investment is a key topic for all of us. This time we focus on our approach to research in supporting sales force effectiveness.

And last but not least – let me introduce our new colleagues in Romania and Slovakia to you. I firmly believe they will contribute greatly in perfecting our joint cooperation. Enjoy our news, stay connected and tuned for more good news and solutions from GfK in the CEE region.

Yours sincerely

▶ **Dr. Tomas Krasny**
Managing Director, GfK Austria,
Teamleader GfK HealthCare CEE

You can find further information about the findings of our studies under ▶ www.gfk.at or via the links from this site to the web sites of all the GfK companies in Central and Eastern Europe. ▶ [e-mail us](mailto:info@gfk.com)

▶ GfK Austria	▶ GfK BH	▶ GfK Czech	▶ GfK Kazakhstan	▶ GfK RUS	▶ GfK Slovenija
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▶ GfK Belgrade	▶ GfK Croatia	▶ GfK Hungaria	▶ GfK Romania	▶ GfK Slovakia	▶ INCOMA GfK (CZ)

Bulgaria

Public healthcare in collapse

The Bulgarian healthcare system has been undergoing reform attempts for two decades now. On paper, these attempts have two flow directions: hospital and pre-hospital care. But the key word here is ATTEMPT. There have been attempts, but no real action and long-term policy. Pre-hospital care has been restructured to some extent but hospital care is subject to huge reverberations. Governments change. Healthcare ministers too. Observers have noted that the healthcare minister's seat is amongst the most uncomfortable in the whole government and there have been two health minister changes each mandate for the last 12 years. Each change of minister has been met by the doctors and healthcare workers initiating strikes and protests. Patients file lawsuits against the Bulgarian healthcare system (or against the state) in Strasburg.

[▶ read more \(pdf\)](#)



Croatia

Qualitative study: »Health and where to look for it«

Health is the key benefit offered in advertising for a large number of different products. In order to be useful for a wide range of marketing purposes, the concept of health has evolved from »removal of symptoms« across »prevention of disease« towards the more modern idea that health equates with »well-being«. The purpose of the study was to establish prevailing concepts of health amongst young adults in Croatia.

[▶ read more \(pdf\)](#)

Croatia & Slovenia

Facebook Interviews on Contraception in Croatia and Slovenia

With over 500 million active users, Facebook is the most trafficked social media site. In Croatia there are 1.2 million active users and every second internet user is a Facebook user. Identifying a trend in the growth in the number of private users as well as in the number of company Facebook profiles, the GfK Croatia and Slovenia Health-Care team has decided to attempt market research amongst the Facebook population by creating a snowball sample from fans of our profile.

[▶ read more \(pdf\)](#)

Shortcut

Going Digital at GfK

How do you reach your customers effectively in the Digital Age?

Marketers from Microsoft, Coca-Cola and others, together with GfK's experts, addressed this critical question at »The Digitally Connected Consumer«.

Our view of the digital world

... is themed around research into new digital markets and lifestyles and digitally enabled research techniques. We provide a full range of integrated GfK solutions delivering comprehensive insights.

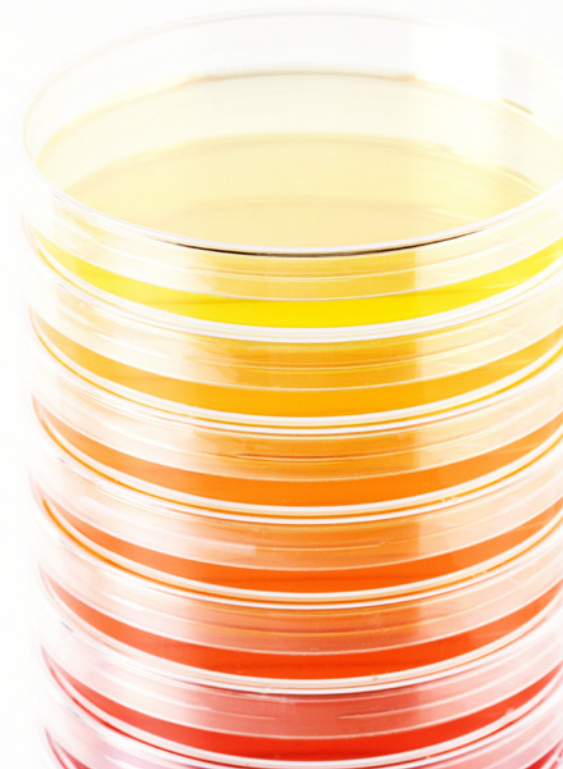
[▶ Watch the videos](#)

Czech Republic

The HealthCare segment in the Czech Republic: The crisis has brought new opportunities

As in other segments, when the crisis set in clients started to exert pressure on prices and increasingly opted for on-line methodologies. However, this trend appeared to be untenable because the cost of administering the panel of physicians rocketed and this made the cost of CAWI almost equal to that of carrying out personal surveys. The market has, therefore, diversified: a significant number of patient-targeted surveys take place online whilst surveys with physicians are almost exclusively carried out face-to-face.

[▶ read more \(pdf\)](#)



People

Romania

Irina Craciunescu

Irina is the new member of the Romanian HealthCare team responsible for Client Service and Business Development. She has 6 years experience in market research and Client Service departments, having previously worked for two years for Daedalus Consulting, a member of the Millward Brown international network, and for ISRA, a local market research company, for almost four years.

[▶ read more \(pdf\)](#)

Slovakia

Eva Vlckova

Eva joined GfK Slovakia as a HealthCare Sector Leader on November 1st, 2009. She acquired her healthcare experience with 3 large multinational companies: Novartis, Pfizer and sanofi-aventis. With more than 18 years working in the pharmaceuticals industry, she has covered a whole range of functions, including sales, marketing and business development, both at the local and international levels.

[▶ contact and picture \(pdf\)](#)

Zuzana Zatloukalova

Zuzana joined the GfK HealthCare team in Slovakia as a Consultant on October 1st, 2010, on returning from her maternity leave. Before that, she had worked at GfK Slovakia for 5 years in the Consumer Tracking department as a CT consultant.

[▶ contact and picture \(pdf\)](#)

Estonia

Usage and attitude of Estonians concerning vaccination

In June 2010, the Estonian office of GfK Custom Baltic Research conducted a survey on vaccination to find out what the attitudes and usage habits of Estonian residents aged 18–45 and of mothers of under 1 year olds aged 22–35 with regard to vaccination are. The survey was commissioned by GlaxoSmithKline, one of the main organizers of seminars and training sessions on vaccination in Estonia.

[▶ read more \(pdf\)](#)

Hungary

Restructuring the Hungarian HealthCare system – where do things stand?

There is a growing consensus amongst the researchers of global trends that the health industry will be the driving force behind the growth after the crisis which will shape the expected new world order, and that the term customer should increasingly be used in the context of healthcare.

One consequence of all this is that the healthcare system as an important government subsystem cannot be maintained using the previous approaches and ways of thinking but must be thoroughly restructured: both in terms of the government's health concept and the role and operations of the healthcare system.

[▶ read more \(pdf\)](#)

Poland

SFE or, rather: Why provide support for medical sales representatives, and how?

SFE (Sales Force Effectiveness) research has always been a subject of controversy in Poland, a topic that has aroused, and still arouses, a great deal of emotion amongst all those involved in it, i.e. the people managing sales or marketing departments, medical sales representatives, physicians and even those doing the research themselves.

This article lays out, in a digestible form, the facts about research of this kind, its practical applications and the dangers that arise when the data collected is wrongly interpreted or not interpreted at all.

[▶ read more \(pdf\)](#)

Romania

Condoms and pills, the most common methods of contraception amongst Romanians

In September 2010, GfK Romania conducted an online survey on the platform www.askGfK.ro that was aimed at finding out what contraceptive methods are known

Event

Russia

GfK Rus held a Business Breakfast for General Managers and Marketing Directors of pharmaceutical companies, October 29, 2010

The main topic under discussion at the breakfast was »Main trends in the pharmaceutical market. Promotional activity by pharmaceutical companies«

[▶ read more \(pdf\)](#)

11th GfK Rus Annual Conference

»New technologies and products of GfK surveys«
On October 15, 2010, GfK Rus held its annual customer conference in Moscow, this year on »**New technologies and products of GfK surveys**«. The participants were welcomed by the honorary guest of the event – the President of the GfK Association, Peter Zühlsdorff and by GfK Rus Managing Director, Alexander Demidov.

[▶ read more \(pdf\)](#)

about and used by Romanians, what are the factors that influence the decision for use and what are the sources of information they resort to.

[▶ read more \(pdf\)](#)



Serbia

OTC-Drugs – More and more attractive

Many Serbian citizens consider health to be one of the most valuable things in life. GfK Belgrade has carried out a research project about how often people go to a pharmacy, whether they decide to purchase medicines without a prescription and how much they are influenced in their purchasing behaviour by the advertising leaflets to be found in pharmacies.

[▶ read more \(pdf\)](#)

Slovakia

Slovaks often look up information about medicines on the Internet

More than 56 percent of the Slovak population use the Internet. When surfing, people often search for information about diseases and their treatment. Now, as a result of the amendment of the Medicines Act as of December last year, over-the-counter drugs and medical devices and ancillary items may also be purchased over the Internet. Accordingly, in its January online survey GfK Slovakia attempted to find out what is the attitude of the Slovak online population.

[▶ read more \(pdf\)](#)



Self-medication during the flu season

Every year the damp and cold autumn weather brings a significant drop in temperatures together with various ailments such as flu, virus infections, slight colds or rhinitis. People in Slovakia, regardless of whether they are employed or non-working, usually tackle these sorts of health complications by self-medication for the first three days whilst continuing to attend to their jobs, schools assignments or daily activities. Typically, they treat themselves with OTC medications which they buy at the pharmacy. These are some of the findings from the online survey conducted by GfK Slovakia in September 2010 on a sample comprising 810 respondents aged 15 to 60.

[▶ read more \(pdf\)](#)

Shortcut

Russia

In September 2010 GfK Rus launched a new syndicated study – Monitor of In-patient Cardiologists (a diary placement study amongst hospital cardiologists)

The main objectives of the study are:

- To obtain profiles of patients and doctors;
- To assess the competitive situation in the medicines market;
- To identify doctors' prescribing behaviour;
- To determine market shares for preparations, therapeutic groups and companies/manufacturers on the basis of prescriptions by doctors;
- To conduct a Gain & Loss analysis, based on the data concerning first time prescribed and discontinued medications.

[▶ read more \(pdf\)](#)

Ukraine

Consumer behaviour in the FMCG and medicine markets: Is there any difference?

Marketing specialists working in various industries are always concerned about consumer behaviour issues. Hundreds of surveys are conducted year on year, and the majority of them are done in order to answer this question and to track changes in consumer behaviour so that the factors that determine the purchase of specific goods or services can be defined.

How does the consumer make his or her final choice? What ultimately defines it? Is it price? Or image? Or is it product characteristics? Maybe it is the influence of reference groups? One of the most curious questions is whether the choice factors are similar for different markets, or do they vary depending on the products and services? We decided to compare two markets, FMCG and OTC drugs.

[▶ read more \(pdf\)](#)

Comments

If you would like to make any comments about our Newsletter or if any other colleagues in your company are interested in our E-Mail News please let us know.

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Impressum:

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