

## The eHealth Market in Italy and Spain: Maximizing Consumer Channels of Influence

---

Published: 2005-OCT-07

Pages: 43

Format: PDF & Slide Pack

Price: 3800 USD

### Description

#### Introduction

The Internet is growing in influence as a source of healthcare and treatment information in the European Union (EU). However, compared to several other EU markets, the Internet is not as popular a source of health information among consumers in Italy and Spain. Regional and personal factors prevent users in Italy and Spain from making better use of the Internet-enabled tools available to them.

#### Scope

Introduction to consumers' current online behavior in Italy and Spain, based on Datamonitor's Consumer eHealthInsight surveys carried out in 2005

Assessment of several key trends that will affect how the pharmaceutical industry in Italy and Spain communicates with consumers

Overview of eHealth market opportunities - specifically as regards physician practice websites, online communities and disease management tools

Recommendations for how best to reach consumers in Italy and Spain by taking advantage of available opportunities in the eHealth market

#### Highlights

While consumers in Italy and Spain do seek out specific web pages based on links mentioned on broadcast and print media channels, the most common way consumers navigate to a website is through a search engine.

Pharmaceutical companies can take advantage of consumers' trust in information provided by their physicians and reach target groups of consumers by sponsoring educational content on physician practice websites.

An important first step towards capitalizing on consumer willingness to use online disease management or compliance tools include launching consumer-facing educational campaigns, which outline the importance of compliance, the types of tools available and how each tool can benefit the patient.

#### Reasons to Purchase

Identify factors that drive consumers from Italy and Spain to use the Internet when searching for health information

Recognize the opportunity to reach target consumer groups by sponsoring educational content on physician practice websites

Understand the importance of working with physicians to reach patients with the education and tools they need to remain compliant

### Table of Contents

ABOUT DATAMONITOR 2

CHAPTER 1 Scope of this report 6

The eHealth Market in Italy and Spain: Maximizing Consumer Channels of Influence focuses on how pharmaceutical companies can take advantage of consumers' demands for online tools and services to reach current and potential consumers of their products in Italy and Spain. 6

CHAPTER 2 Action Points 8

Pharmaceutical companies can reach target consumer groups by sponsoring educational content and technology-enabled services, which consumers can access through physician practice websites 8

Pharmaceutical companies can employ disease-focused online health communities as powerful market research and relationship building tools 8

Pharmaceutical companies must increase investment in educational programs about the importance of patient compliance, which should include providing consumers and physicians with information about the range of online and offline disease management and compliance tools available 9

CHAPTER 3 Consumers' Online Behavior in Italy and Spain 10

Consumers are actively looking for health information for themselves and for their families 10

Internet usage in the EU and US (% total population) 11

# BioMarket Group - A Global Online Aggregator of Life Science Market Research

|   |    |
|---|----|
| Factors that consumers take into consideration when deciding whether to use the Internet to find health information   | 13 |
| Search engines guide consumers' online experiences  | 14 |
| The Internet as an increasingly influential source of information   | 17 |
| CHAPTER 4 eHealth Market Opportunities in Italy and Spain   | 19 |
| Physician Practice Websites   | 19 |
| Online Health Communities   | 23 |
| Online Disease Management and Compliance Tools  | 27 |
| CHAPTER 5 THE FUTURE DECODED  | 33 |
| PHYSICIAN PRACTICE WEBSITES   | 33 |
| Datamonitor recommends pharmaceutical companies sponsor educational content and technology-enabled services for use on physician practice websites  | 33 |
| ONLINE HEALTH COMMUNITIES   | 35 |
| Datamonitor recommends pharmaceutical companies employ disease-focused online health communities as powerful market research and relationship building tools  | 35 |
| Attracting consumers to an online forum   | 35 |
| DISEASE MANAGEMENT AND COMPLIANCE TOOLS   | 37 |
| Datamonitor recommends pharmaceutical companies increase investment in educational programs about patient compliance, including consumer- and physician-focused information about the range of online and offline disease management and compliance tools available | 37 |
| CHAPTER 6 APPENDIX  | 39 |
| List of Figures   | 39 |
| Research methodology  | 41 |
| 2004 eHealthInsight Consumer Survey   | 41 |
| 2005 eHealthInsight Consumer Survey   | 41 |
| References and future reading   | 42 |
| Datamonitor's eHealth SPP writing team  | 43 |
| How to contact experts in your industry   | 44 |
| List of Figures   |    |
| Figure 1: One-third of consumers, regardless of where they reside, actively look for health information twice a month or more frequently  | 10 |
| Figure 2: Internet penetration in Italy and Spain remain comparatively low  | 12 |
| Figure 3: Consumers share many concerns that prevent them from using the Internet to look for health information  | 13 |
| Figure 4: The most common way consumers navigate to an online information source is through a search engine   | 15 |
| Figure 5: Datamonitor recommends that pharmaceutical companies take search engine optimization into serious consideration when designing a site   | 16 |
| Figure 6: Approximately two-fifths of consumers in the US and the EU have asked their doctor about a disease symptom, specific drug or treatment based on something they have read online   | 18 |
| Figure 7: In both Italy and Spain, a growing number of consumers would be interested in using physician practice websites in the future   | 20 |
| Figure 8: Internet-based services, such as appointment scheduling, bill payment and email, will drive users to physician practice websites  | 21 |
| Figure 9: Pharmaceutical sponsorship alone will not discourage patients in Italy and Spain from accessing a website   | 22 |
| Figure 10: Consumers in Italy and Spain are more interested in using online health communities in the future than the average consumer surveyed throughout the US and the EU  | 24 |
| Figure 11: Online communities are likely to enjoy the most success when launched from a website that is created around a central disease theme  | 25 |
| Figure 12: Consumers express a strong interest in having message boards for questions answered by medical professionals   | 27 |
| Figure 13: The demand for disease management tools goes largely unmet across all markets surveyed   | 28 |
| Figure 14: Adoption of compliance tools is slowed by a low level of awareness among consumer that these tools are available to them   | 29 |
| Figure 15: Consumers in Italy and Spain have an interest in a wide range of online disease management and online compliance tools   | 31 |
| Figure 16: Consumer from Italy and Spain would like to use physician practice website to schedule appointments, access health information and communicate with their physicians   | 34 |
| Figure 17: There are several types of invitations pharmaceutical companies can employ to attract consumers to an online forum   | 36 |
| Figure 18: A large number of consumers are open to the idea of using both offline and online disease management tools in the future   | 37 |

## Ordering

Order Online - <http://www.biomarketgroup.com/market-research-report/the-ehealth-market-in-italy-and-spain-maximizing-consumer-channels-of-influence.html>

Order by Fax - using the form below

Order by Post - print the order form below and send to:

BioMarket Group  
Björnnäsvägen 21  
11419 STOCKHOLM  
SWEDEN

## Fax Order Form

To place an order via fax simply print this form, fill in the information below and fax the completed form to +46-8-56849191. If you have any questions please visit

<http://www.biomarketgroup.com/index.php/contacts/>

### Order Information

Please verify that the product information is correct:

Product Name: **The eHealth Market in Italy and Spain: Maximizing Consumer Channels of Influence**

Web Address: <http://www.biomarketgroup.com/market-research-report/the-ehealth-market-in-italy-and-spain-maximizing-consumer-channels-of-influence.html>

Format: PDF & Slide Pack

Price: 3800 USD (Single User License)

Delivery of hard copy or CD-ROM is subject to a Courier charge of 50 USD.

Delivery within Sweden is subject to VAT at 25%.

### Contact Information

Please enter all the information below in **BLOCK CAPITALS**

Title: \_\_\_\_\_

Name: \_\_\_\_\_

Email Address:\* \_\_\_\_\_

Job Title: \_\_\_\_\_

Organization: \_\_\_\_\_

EU companies must supply: VAT / BTW / MOMS

MWST / IVA / FPA number:

\_\_\_\_\_

Address: \_\_\_\_\_

Zip Code: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Country: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

### Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

- Pay by credit card:**
- American Express
  - Master Card
  - Visa

Cardholder Name: \_\_\_\_\_

Expiry Date (MM/YY): \_\_\_\_\_

Card Number: \_\_\_\_\_

CVV Number: \_\_\_\_\_

- Pay by check:**

Please post the check, accompanied by this form, to:  
BioMarket Group  
Björnnäsvägen 21  
11419 STOCKHOLM  
SWEDEN

- Pay by wire transfer:** Please transfer funds to:

Account number: 43521169

Swift code: HANDSESS

IBAN number: SE74 6000 0000 0000 4352 1169

Bank Address: Handelsbanken, Stockholm, Sweden

If you have a Marketing Code please enter it below:

Marketing Code: \_\_\_\_\_

Please supply purchase order number if needed:

\* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, Gmail)

Please note that by ordering from BioMarket Group you are agreeing to our Terms and Conditions at

<http://www.biomarketgroup.com/index.php/biomarket-group-full-terms-and-conditions>

**Please fax this form to: +46-8-56849191**