

The latest from the NHS frontline

“ COVID-19 has changed the way healthcare is provided. Many areas, including my own, are looking at using this as an opportunity to completely change pathways and introduce new ways of working - ways which we have been unable to enact until now. ”

Hospital Pharmacist, London

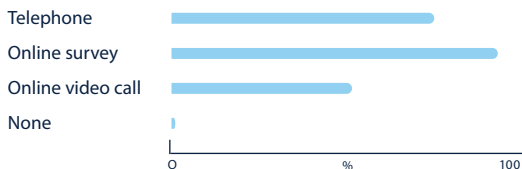


The percentage of HCPs who would be willing to do face-to-face research by the end of August

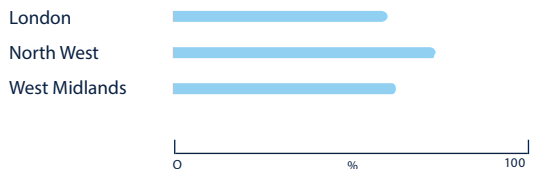
76%

79% ↑
HCPs based in London

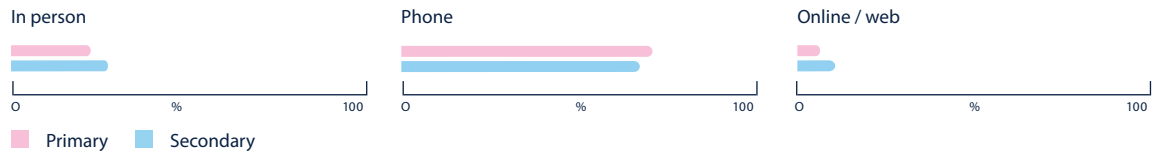
Which forms of medical market research are you immediately willing to take part in?



% of HCPs currently working in their normal role by region:



What proportion of your patient consultations are taking place in the following settings?



Following on from the research we conducted with our panel of healthcare professionals in April, we wanted to get an updated picture of how things are looking now. As restrictions in society slowly begin to ease, we were particularly keen to see how things are changing within healthcare, and how that's making the delivery of medical market research increasingly feasible.

→ This infographic gives a snapshot of those responses but if you'd like to see the full data set, please just send us an email at adamirwin@gilliankenny.com and we'd be glad to share it with you.

Adam Irwin
Managing Director

“ A gradual return of staff from COVID-19 duties which is good as our rheumatology patients haven't gone away; they are still there and need to be treated.”

Specialist Nurse, North East