

Bram Provoost

Moderator

Profile

17 years medical market research experience

- Freelance moderator & analyst focussing solely on medical market research in all areas of the UK as well as abroad in the US, Canada, Netherlands, Belgium and English-speaking respondents globally.

Main specialization

- Extensive experience as a qualitative moderator conducting in depth interviews with medical professionals (KOLs, Specialists, Payors, Patient and PCPs) both on the telephone and in-person.
- Certified in Adverse Events reporting

Principle skills

- Extensive report writing experience including transcriptions, detailed PowerPoint reports, content analysis, summary reports, topline reports
- Desk research on numerous medical topics
- Commitment to high quality moderation work
- The curiosity and insight to moderate effectively and reach an understanding of the core issues

Moderation experience in healthcare includes (but not limited to) the following areas:

- **Anaesthesia:** Pain therapy, use of anaesthetics, pre and post operative treatment, acute pain management
- **Cardiology:** Coronary cardiac disorders, hypertension, percutaneous transluminal coronary interventions, thrombosis, SPAF, CTEPH, DAPT
- **Dermatology:** Psoriasis, hidradenitis suppurativa
- **Endocrinology:** Diabetes, growth hormone deficiency, acromegaly
- **Gastroenterology:** Hepatitis C, Cirrhosis & Portal Hypertension
- **General practice**
- **Geriatric medicine:** Alzheimer's disease
- **Gynaecology:** Pelvic organ prolapse, recurrent miscarriage
- **Haematology:** CML, sickle cell disease, haemophilia A & B, CLL, immunoglobulins, haematological malignancies, gene therapy
- **Health education:** Seminars, meetings conferences
- **Hepatology:** AATD, Hepatitis C, Cirrhosis & Portal Hypertension
- **Infectious diseases:** HIV, PrEP, AIDS, hepatitis C, COVID-19
- **Nephrology:** Dialysis, renal failure, CKD
- **Neurology:** Epilepsy, stroke, Post Stroke Spasticity, Parkinson's disease, multiple sclerosis, neuropathic pain, movement disorders, Duchenne Muscular Dystrophy
- **Oncology:** Multiple myeloma, lung cancer, leukaemia, early & late-stage breast cancer, biologics
- **Orthopaedics:** Pain therapy, arthritis (rheumatoid and osteo), inflammation
- **Ophthalmology:** Cataract lens implants, geographic atrophy
- **Paediatrics:** Vaccination, growth hormone deficiency
- **Psychiatry:** Depression, schizophrenia, bipolar disorder, anxiety, sleep disorders, ADHD, Alzheimer's disease
- **Pulmonology:** Asthma, COPD, lung cancer, cystic fibrosis
- **Reproductive Endocrinology:** Ovarian stimulation treatment
- **Rheumatology:** Use of biologics, rheumatoid arthritis
- **Surgery:** Surgical procedures and techniques, plastic surgery, Botox, OR efficiency, solid organ transplant
- **Urology:** Prostate cancer, overactive bladder, uncomplicated urinary tract infection

Range and depth of research

- Advertising
- Background and exploratory (identification of unmet needs in the market)

- **Brand development**
- **Cost effectiveness**
- **Ethnographic studies** (including observation at home/office/hospital)
- **Logos, detail aids and devices**
- **Market mapping**
- **Message testing**
- **New product development**
- **Online focus groups**
- **Positioning**
- **Pricing**
- **Segmentation**
- **Testing:** assessment of labelling, product concepts, advertising concepts

Types of respondents

- **Consumers**
- **GPs and Specialist consultants of all medical specialties**
- **Key Opinion Leaders**
- **Nurses**
- **Patients and carers**
- **Payers** (including administrative personnel and government advisors)
- **Pharmacists**

Personal

- **Nationality:** Belgian. **Languages spoken:** Dutch & English