



PHYSICIAN DISPENSED SKIN CARE:

U.S. PERCEPTION AND SATISFACTION SURVEY

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This service will help subscribers understand the unmet needs of physicians who dispense skin care products in the United States, by delving into leading considerations for brand selection, the perception of various brands, and key products and brands recommended by physicians.

Scope



- This service helps marketers pinpoint what their doctor and physician-dispensed skin care clients value the most when it comes to brands that they use and offer to patients. The report addresses questions such as:
 - How have physician perceptions regarding skin care products evolved compared to previous years?
 - What specific attributes do physicians prioritize when selecting skin care brands to incorporate into their practice?
 - Are there any emerging skin concerns that physicians are observing more frequently among patients in 2024?

Regional Coverage



United States

Features and Timing



Base Year: 2024

To be Published: October 2024

9th Edition

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Introduction/Key Findings

An overview of the key takeaways, including findings by physician type.

The Business of Skin Care

This section will provide a perspective on the evolution of the professional skin care business today compared to the last five years. It will show how the dispensing model has changed due to the pandemic (more doctors selling through their e-shops) and the importance of digital tools.

Attributes: Importance and Performance

Discover the evolving importance ratings of key attributes, critical for physicians in selecting professional skin care brands. These attributes, outlined in Table 2, heavily influence their decision-making. Get a close-up look at the performance of the top professional skin care brands (as shown in Table 3), rated against the attributes.

TABLE 1. PHYSICIAN TYPE

Dermatologists

Plastic surgeons

Medical spas

Other physicians

TABLE 2. LIST OF ATTRIBUTES

Training and education

Marketing

Product portfolio and innovation

Order-to-delivery and customer service

Price and value-added services

TABLE 3. LIST OF KEY BRANDS

| | |
|-------------------|--------------------|
| Alastin | SkinMedica |
| EltaMD | SkinBetter Science |
| Obagi | SkinCeuticals |
| PCA Skin | ZO Skin Health |
| Revision Skincare | |

SUBSCRIBER BENEFITS

This program assists the professional skin care marketer in identifying opportunities and shortfalls that require focus as well as establish near-term and long-term strategies. This report helps subscribers to:



Understand what are the unmet needs of physicians across various attributes such as education, marketing, and customer service



Identify any key changes in physicians' perceptions toward professional skincare products



Discover the key developments and trending products/ingredients

Methodology



This study is a nationwide, multi-mode telephone and web-based structured survey. The estimated number of responses for this service is approximately 250 skin care professionals, based on a statistically valid sample of the population. Our research engages experts across all pertinent disciplines as follows:

- Aestheticians
- Cosmetic plastic surgeons
- Dermatologists
- Office managers/who make buying decisions

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