

Physician-Dispensed Skin Care: Perception and Satisfaction Survey

Base Year: 2020

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5th edition

Augmenting 17+ years of extensive reporting on the professional skin care market, Kline is pleased to announce our fifth edition of an independent research survey to help marketers pinpoint what their doctor- and physician-dispensed skin care clients value most when it comes to the brands they use and offer to their patients.

Regional Coverage: • United States

SCOPE

- › Physician types
 - Dermatologists
 - Plastic surgeons
 - Medical spas
- › Key attributes ranked according to importance to physicians, with scores based on their leading brands' performance

**NOW FEATURING: Impact
of COVID-19 on Physician-
Dispensed Skin Care
Market**

TABLE OF CONTENTS

Results from the survey are delivered in a PowerPoint presentation. Below are details of how the survey is reported:

Methodology

Key Findings

The Business of Skin Care

This section provides a perspective on the state of the professional skin care business and what can be expected in the future by provider type. Also included are highlights from our survey on topics such as the impact of COVID-19 on physician-dispensing skin care businesses.

What Matters Most?

This section shows exactly how important specific attributes are in a skin care provider's decision to use/offer a professional skin care brand. These attributes are listed in Table 2.

Who Performs Best?

This section gives a closeup look at the performance of the top professional skin care brands, rated on attributes, as shown in Table 3.

Opportunities

This section provides subscribers with valuable recommendations and opportunities.

TABLE 1. SKIN CARE PROFESSIONALS

| |
|---|
| Dermatologists' offices |
| Plastic surgeons' offices |
| Medical spas |
| Other aesthetic dispensing physicians-a |
| a- Includes family practices, ENT (ear, nose, and throat), obstetricians, internists, otolaryngologists/gynecologists, and dentists |

TABLE 2: LIST OF IMPORTANCE AND SATISFACTION ATTRIBUTES

| |
|--|
| Training and education |
| Marketing |
| Product portfolio and innovation |
| Order-to-delivery and customer service |
| Price and value-added services |

TABLE 3: PROFESSIONAL MEDICAL CARE PROVIDER BRANDS RATED

| |
|-------------------|
| Avene |
| Biopelle |
| Colorescience |
| EltaMD |
| Glytone |
| Obagi |
| PCA Skin |
| Revision Skincare |
| SkinCeuticals |
| ZO Skin Health |

REPORT BENEFITS

This report assists the professional skin care marketer identify opportunities and shortfalls that require focus as well as establish near-term and long-term strategies. It also helps subscribers:

Understand the reality of COVID-19's impact on the physician-dispensed business now and up to 2021

Prioritize efforts for future initiatives and needs due to COVID-19 and office limitations

Learn first-hand insights from dispensing physicians about what they truly want and value, particularly in this challenging environment

METHODOLOGY

Kline's approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 60-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

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