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Impulze Market Research Participants FAQ

Who is the study sponsor? Our surveys are most often conducted on behalf of one **pharmaceutical company** or, where possible, synergistically for several pharmaceutical companies. In some cases, the sponsor is a medical society or a related institute. To obtain answers that are as neutral and unbiased as possible, we deliberately do not disclose the sponsor before the start of the survey. Of course, if you are interested, we will disclose the identity of the sponsor(s) upon request after completion of the questionnaire. If applicable, we may ask you to sign a confidentiality agreement before disclosing our sponsors.

Does the study sponsor know whether I participated? No. Impulze does not share participant lists or any information about the participants' identity or institution with the sponsors; **participation is confidential**. This is intended to avoid dependencies between you as a prescriber and the company as the manufacturer of the therapies discussed in the survey. Accordingly, you receive the honorarium directly from impulze, not from the pharmaceutical company.

One exception is **pharmacovigilance**: In the event of reportable information on adverse reactions, we would ask you whether we may pass on your contact details to the company's Drug Safety department for follow-up questions. However, this would only happen with your explicit consent.

What do the pharmaceutical companies need these data for? Our surveys are always **specific to Switzerland**. They enable the Swiss affiliates of globally acting pharmaceutical companies to collect country-specific data. These data are needed, on the one hand, for **planning projects and resources in Switzerland** and, on the other hand, allow the local team to justify the Switzerland-specific situation to international headquarters and **develop strategies that better reflect the Swiss environment** rather than simply copying solutions from neighboring countries. In addition, surveys are an important tool for obtaining unbiased **feedback** on existing engagements and activities.

Effort and honorarium: We consider your participation in the survey to be a **consulting service** associated with an effort that we compensate at a customary market rate.

When calculating the honorarium, we always consider not only the questionnaire time itself, but also a realistic amount of time for administration, preparation, and file review. Our consulting mandate offers the advantage of **flexibility**: Once started, a questionnaire can be saved at any time; it does not have to be completed in one sitting.

Impulze & IQVIA: We are an agency founded in Zurich and regularly conduct advisory boards and market research surveys with medical specialists in various therapeutic areas. We repeatedly succeed in bringing several pharmaceutical companies to the same table and bundling different interests. This saves you time, and the companies benefit from synergies.

Since April 2026, impulze is part of IQVIA, a global leader in healthcare that combines data, advanced analytics, technology, and human expertise to support informed healthcare decisions and better patient outcomes. In Switzerland, IQVIA supports healthcare stakeholders with market research, healthcare data, evidence generation, and consulting services.

You can learn more about impulze and IQVIA on our websites www.impulze.ch and www.iqvia.com.