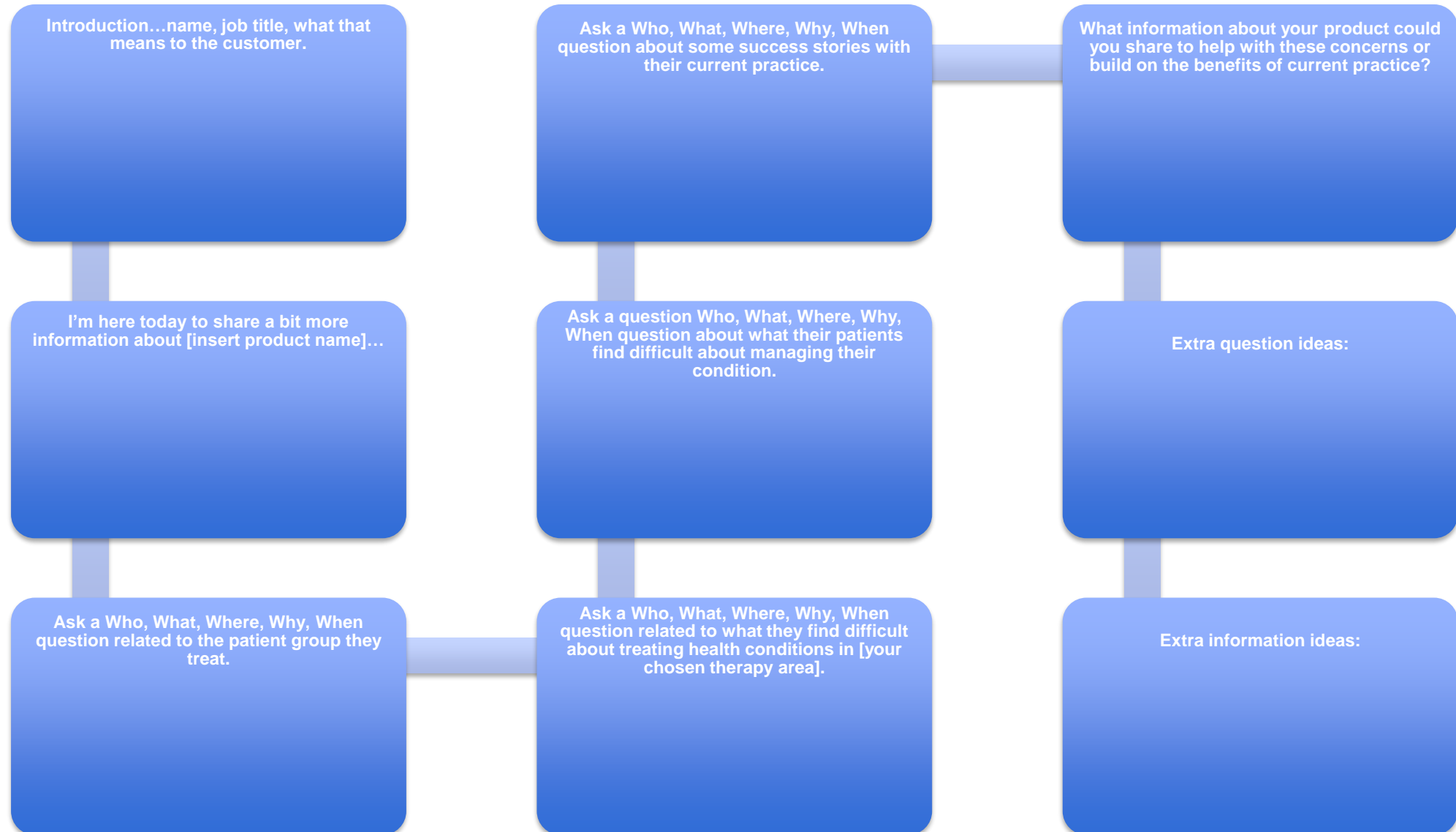


Specific Customer Type Identification TEMPLATE

Area of care (Primary Care, Specialty, etc.)	Customer Type (General Practitioner (GP), Nurse Practitioner, Specialist Pharmacist etc.)	Bespoke product information for Customer Type – what do they want to know?
	1	
	2	
	1	
	2	

Note: For the customer types, consider who in the health care system prescribes medicines for patients in your chosen therapy area (from Task 2 &3) and/or make healthcare decisions in this area (this should include the patient’s choice in their healthcare journey too).

Conversation Starter: *How can you uncover a customer's needs surrounding your product?*
What information would be useful for you to share for them to consider when making complex healthcare decisions?



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The below signatories have examined the electronic final form of this material and in their belief it complies with the Code.

Other Final Country Signatory	Name: Minesh Jobanputra Signature Date: 11-Sep-2024 15:54:38 GMT+0000 Reason: Non-Promotional item certified for use
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