

# Physician-Dispensed Skin Care: Perception and Satisfaction Survey

**Base Year: 2021**

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**6<sup>th</sup> edition**

Augmenting 18+ years of extensive reporting on the professional skin care market, Kline is pleased to announce our sixth edition of an independent research survey which helps marketers pinpoint what their physician partners and physician-dispensed skin care clients value most when it comes to the brands they use and offer to their patients. The report will also help marketers identify their accounts' unmet needs in the new normal.

**Regional Coverage:** United States

## SCOPE

- › Physician types
  - Dermatologists
  - Plastic surgeons
  - Medical spas
- › Key attributes ranked on importance to physicians with scores of their leading brands' performance
- › Changes in physicians' behavior versus 2020



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

## Methodology

A description of who is surveyed by physician type, as shown in Table 1.

## Key findings

### The business of skin care

This report section provides a perspective on the state of the professional skin care business compared to the same period one year ago. Highlights from our survey contain the importance of private-label products and awareness.

### What matters most?

This report section focuses on the level of importance of specific attributes (listed in Table 2) in the skin care providers' decision to use/offer a professional skin care brand.

### Who performs best?

This report section provides a close-up look at the performance of the leading professional skin care brands, as shown in Table 3, rated against the attributes.

## Table 1. SKIN CARE PROFESSIONALS

Dermatologists' office
Plastic surgeons' office
Medical spas

## 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
EltaMD
Glytone
Obagi
PCA Skin
Revision Skincare
SkinMedica
SkinCeuticals
SkinBetter Science
ZO Skin Health

## REPORT BENEFITS

This report assists professional skin care marketers in identifying opportunities and shortfalls that require focus as well as establish near-term and long-term strategies. It also allows subscribers to:

Understand their brand's perceived performance versus the competition in price, product, and service quality, plus the multiple attributes that drive each

Learn physicians' efforts toward digital platforms such as tele-med, virtual consultations, and setting-up e-commerce sites

Gain first-hand insights from dispensing physicians about what they truly want and value

## 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/those who make buying decisions

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