

# Physician-Dispensed Skin Care: Perception and Satisfaction Survey

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**8<sup>th</sup> edition**

**Regional Coverage:**

Augmenting 20+ years of extensive coverage of the professional skin care market, Kline is pleased to announce its seventh edition of an independent, research survey that helps 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.

United States

## SCOPE

- › Dispensing physician types
  - Dermatologists
  - Plastic surgeons
  - Medical spas
- › Impact of inflation on physician-dispensed business
- › Key attributes ranked based on importance to physicians with scores of their leading brands' performance
- › Sample size
  - 250 physicians that have been dispensing skin care products for over two years

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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 report section provides a perspective on the state of the professional skin care business today and what can be expected for the future by provider type. Also included are highlights from our survey on areas, such as the impact of inflation on the physician dispensing skin care business.

### What matters most?

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

### Who performs best?

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



#### 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

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

## REPORT BENEFITS

This report 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:

Learn how the current economic situation has impacted physicians' business

Understand physicians current and future skin care needs

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

## 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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