

Medical Director Decision Makers

| TARGET:

Medical Directors

| MARKET:

Germany

| METHODOLOGY:

60-Minute Telephone/ Web IDIs

SPECS:

Nursing homes - medical directors, Prisons - medical directors, Community officials involved in health affairs for schools or universities, manufacturing plants - (maybe food or therapeutics) - medical personnel/directors (there was well-publicized COVID breakout at a German meat plant)

Organization/facility must currently conduct COVID-19 testing for members (symptomatic testing/ contract tracing vs screening)

Organization/facility must implement or consider implementing COVID-19 testing/screening in the future as the company reopens

Must be able to discuss how organization/facility currently conducts/will conduct COVID-19 testing

SAMPLE PROFILES:

- Medical Director/Leitender Oberarzt und stv. Chefarzt at Saarland University Medical Center
- Medical Director at Fresenius Medical Care
- Task Force Manager COVID-19 at University Clinic Oldenburg
- Head of "Health Promotion, Health Reporting, Prevention" at Ministry of School Affairs, Work, Health and Demography Rhineland-Palatinate