

## PRIVATE HEALTHCARE MARKET INVESTIGATION

### Invitation to comment on agencies invited to tender for survey work

**7 August 2012**

As part of its investigation into the private healthcare market in the UK, the Competition Commission (CC) is considering engaging a market research agency to carry out survey work in support of the private healthcare market investigation. This could include one or more surveys of general practitioners (GPs), consultants and/or patients:

- a possible GP survey would be likely to cover:
  - GP demographics;
  - their patients' demographics;
  - the referral process;
  - information sources that GPs use when referring to private healthcare facilities or consultants and measure of their relevance/quality;
  - knowledge of private healthcare facilities/consultants in their area;
  - incentives within the referral process;
- a possible consultant survey would be likely to cover:
  - consultant demographics;
  - dealings with healthcare insurers;
  - dealings with private hospitals;
  - dealings with GP and the referral and re-referral process;
  - fees;
  - incentives;
- a possible patient survey would likely to cover:
  - demographics;
  - the choice available of consultants/facilities;
  - patients' rationale for choosing a certain private healthcare provider;
  - identifying sources of information available to patients;
  - exploring patients' expectations regarding the role of GPs in the referral process; and
  - perceptions of quality.

The CC has approached a number of agencies regarding this possible work, details of which are set out below. The CC intends to decide which one of these firms may carry out this work by the middle of August 2012.

Accent	Chiswick Gate, 598-608 Chiswick High Road, London W4 5RT www.accent-mr.com
DJS Research Ltd	3 Pavilion Lane, Strines, Stockport, Cheshire SK6 7GH www.djsresearch.co.uk
GfK NOP Ltd	Ludgate House, 245 Blackfriars Road, London SE1 9UL www.gfknop.com
IFF Research Ltd	Chart House, 16 Chart Street, London N1 6DD www.iffresearch.com
Ipsos MORI	Minerva House, 5 Montague Close, London SE1 9AY www.ipsos-mori.com
Research Works Ltd	The Quadrant, 219a Hatfield Road, St Albans AL1 4TB www.researchworks.co.uk

If any interested party has reason to believe that any of the above-named firms should not undertake work of this type, either because of a conflict of interest or because of any other restriction on the firm's ability to carry out this role, that party should inform the CC as soon as possible and by no later than **close of business on 10 August 2012**.

Any comments should be made by email to the Inquiry Manager at [private-healthcare@cc.gsi.gov.uk](mailto:private-healthcare@cc.gsi.gov.uk).