

Lumify ECP A&U Report

March 27, 2020

BAUSCH Health

Introduction

Study Overview

What you will get out of this initiative:



What

- [Redacted]



Why

- [Redacted]



Who

- [Redacted]
- [Redacted]

BAUSCH Health

Who? 

[Redacted]

[Redacted]

[Redacted]

[Redacted]

When? 

[Redacted]

[Redacted]

How? 

[Redacted]

☒ [Redacted]

☒ [Redacted]

☒ [Redacted]

☒ [Redacted]

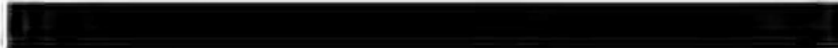
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Executive Summary

Key Question	Key Takeaways	Implications and Recommendations
		
		

Detailed Findings

Brand Awareness and Recommendation



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[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

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Attitudes and Perception

[REDACTED]

[REDACTED]

[REDACTED]



[REDACTED]

[REDACTED]

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Direct-to-Patient Sales and Sampling

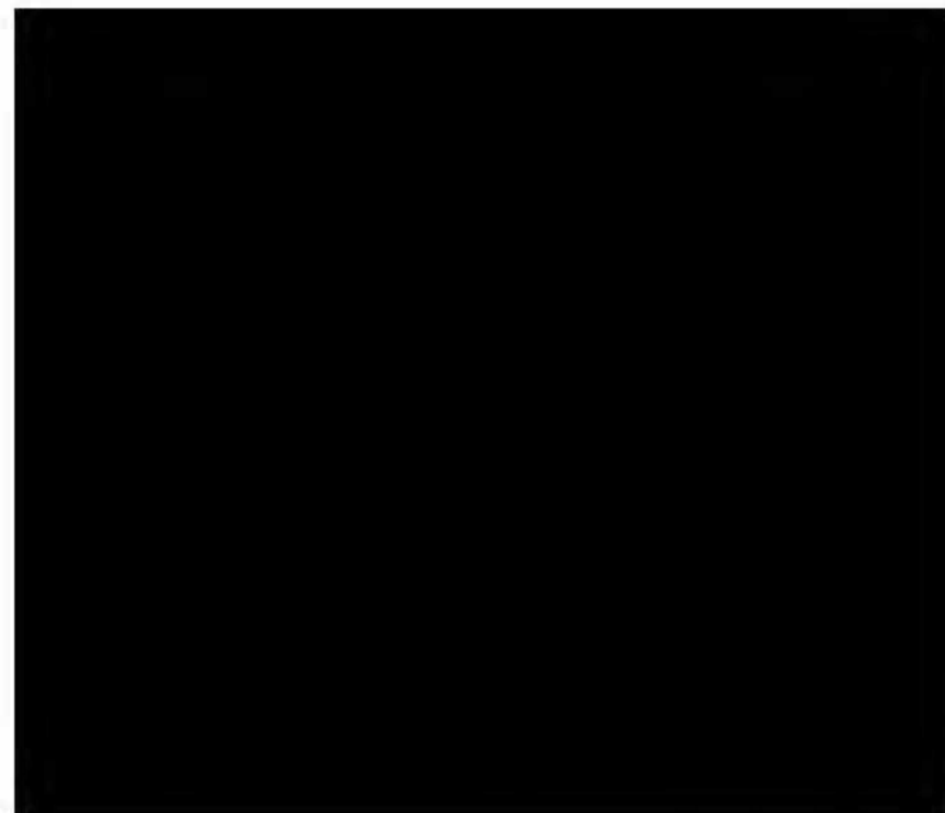
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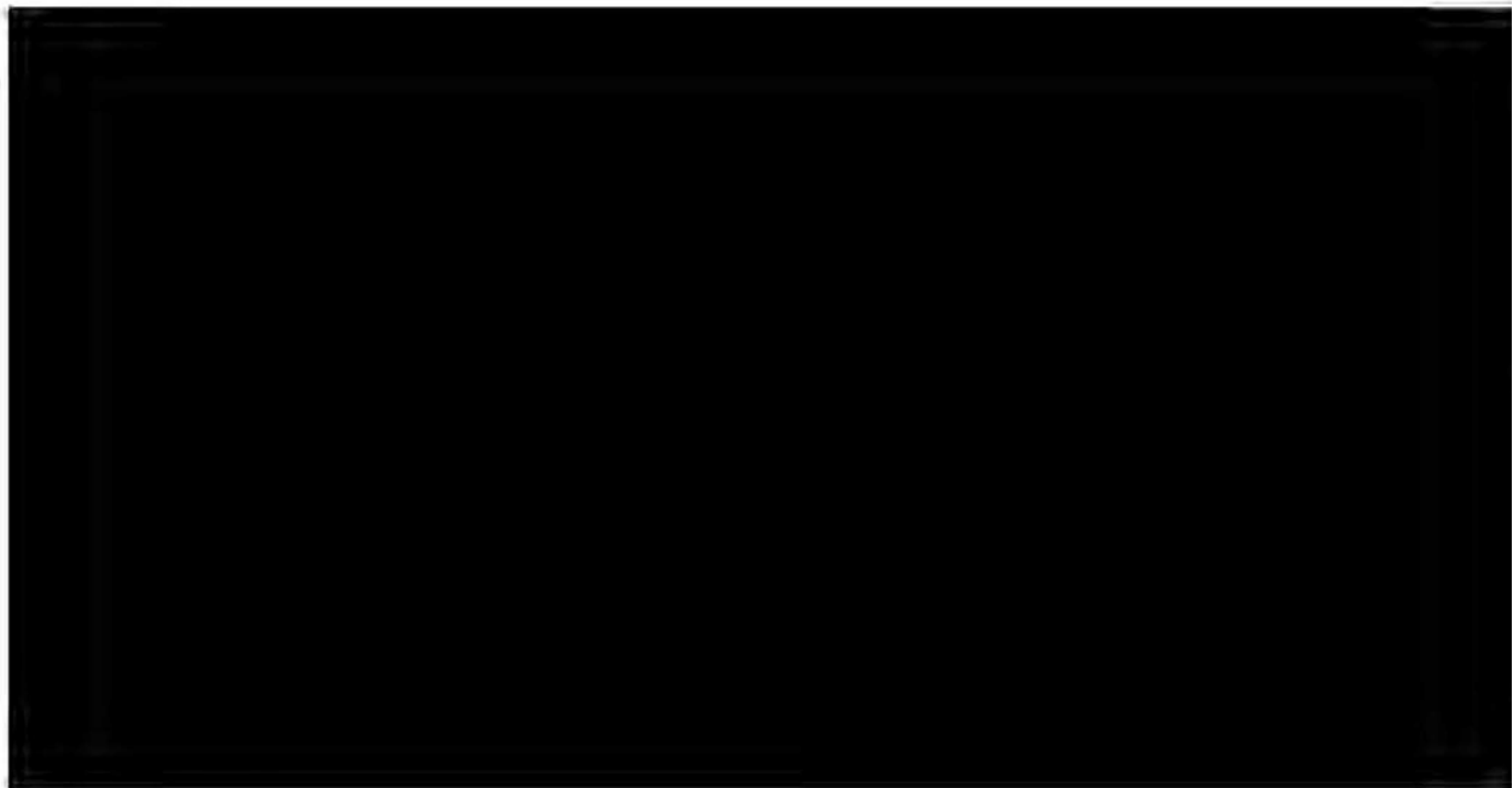
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Appendix









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