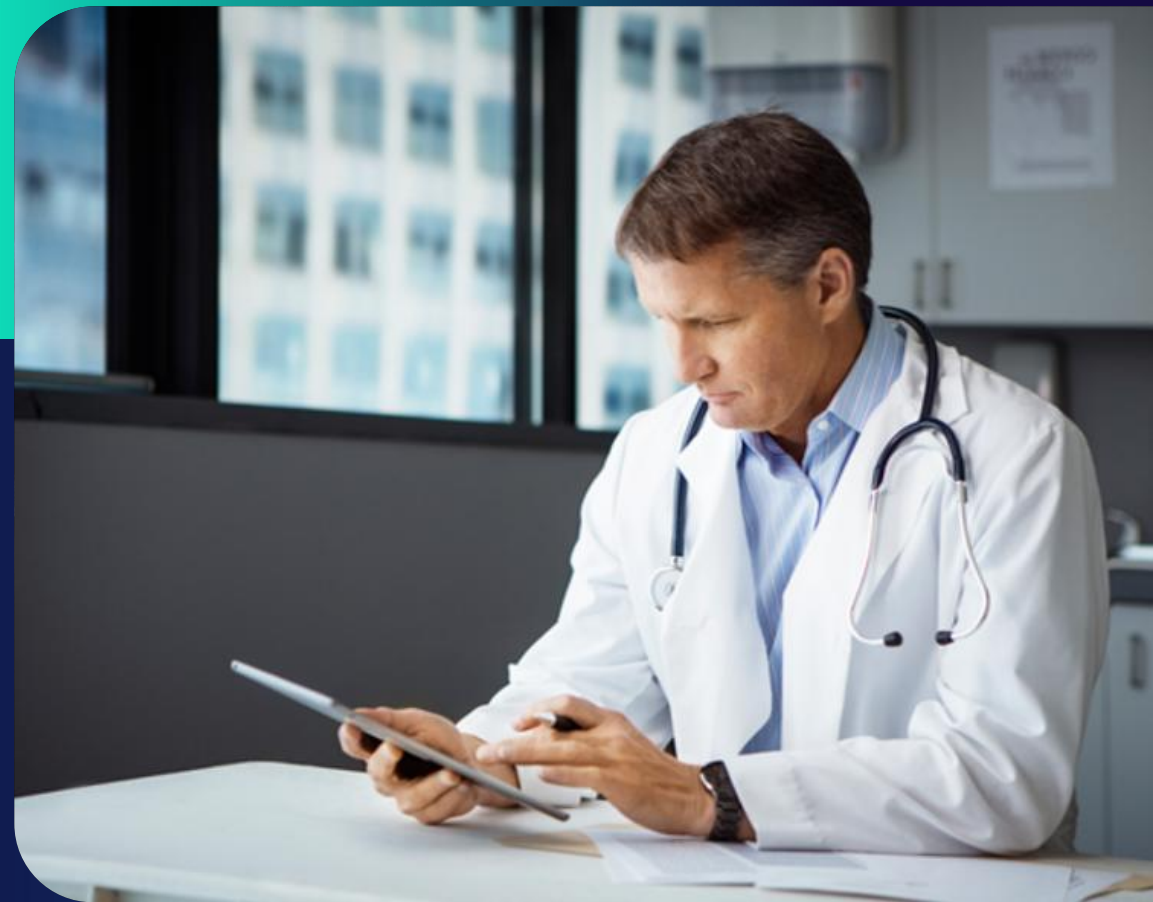


MLA Tracker

Medibus insights from GPs and Dietitians

*Report prepared for MLA
Medibus | May 2026*



IQVIA’s Medibus survey was completed by 200 GPs and 50 Dietitians from IQVIA’s panel between the 1st to 11th May 2026

Methodology and sample



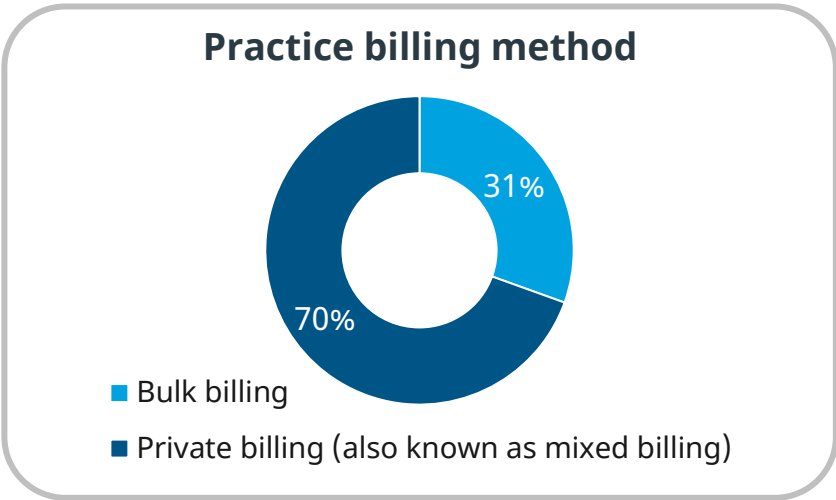
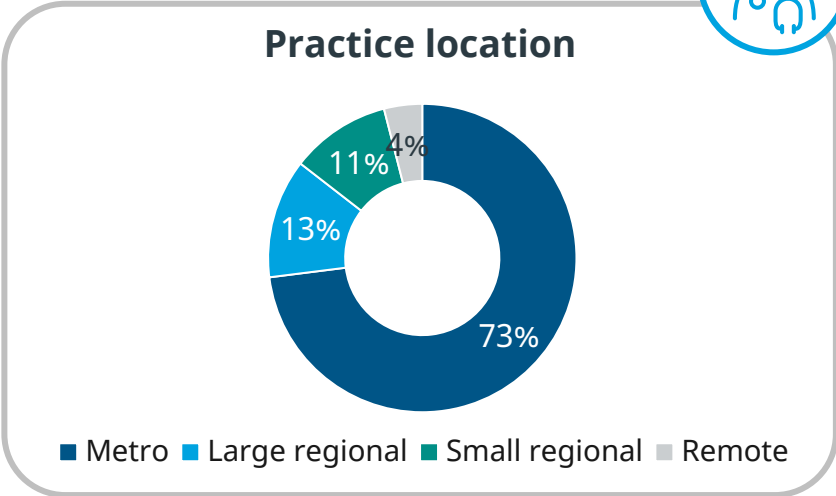
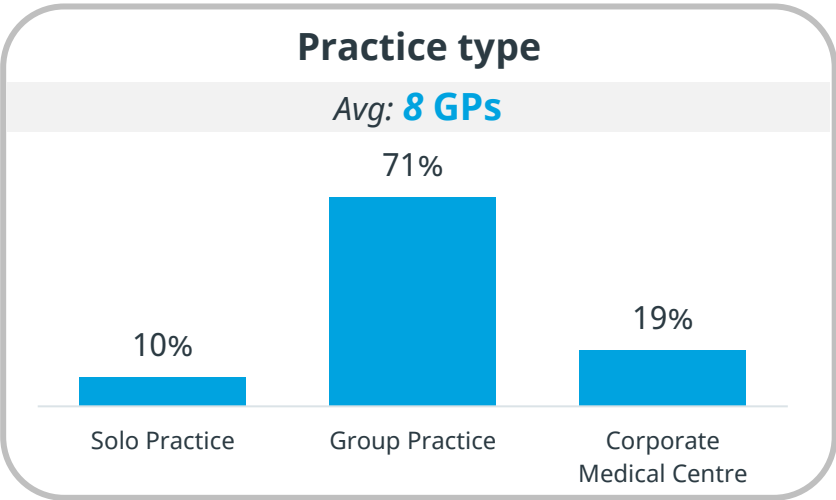
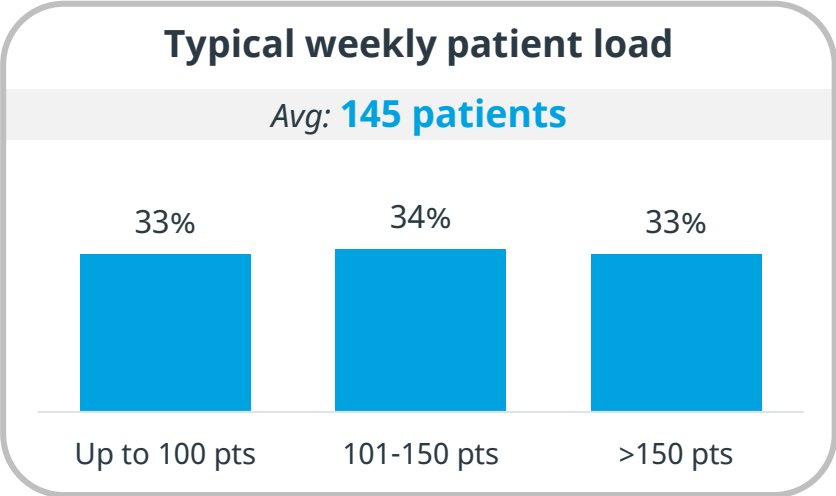
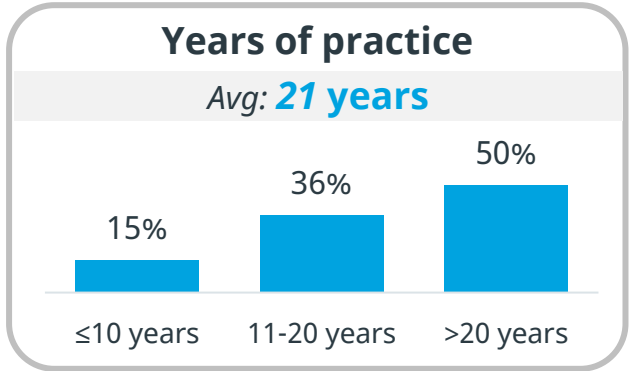
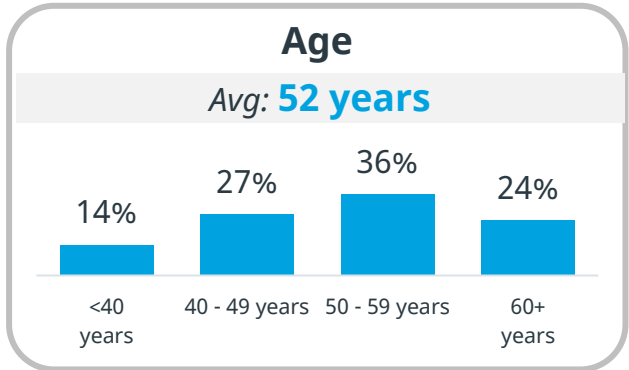
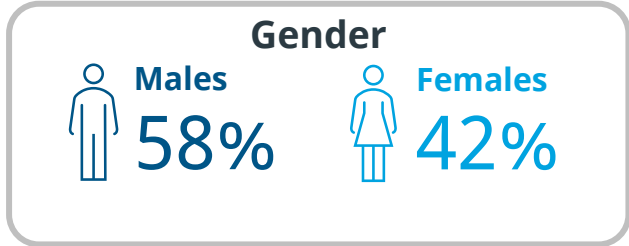
Primary Place of Practice	General Practitioners			Dietitians		
	Sample	Percent	Medical Board Statistics*	Sample	Percent	Dietitians Australia^
Australian Capital Territory	7	4%	2%	-	-	3%
New South Wales	60	30%	30%	20	40%	28%
Northern Territory	1	1%	1%	1	2%	1%
Queensland	39	20%	22%	4	8%	26%
South Australia	13	7%	7%	-	-	7%
Tasmania	7	4%	3%	2	4%	1%
Victoria	52	26%	25%	18	36%	26%
Western Australia	21	11%	11%	5	10%	8%
No Primary Place of Practice	-	-	1%	-	-	-
Total	200	100%	100%	50	100%	100%

* Information obtained from: <https://www.medicalboard.gov.au/News/Statistics.aspx>
^Information obtained from: <https://Dietitiansaustralia.org.au/sites/default/files/2022-11/Annual%20Report%202021-22.pdf>

Among the n=200 GPs recruited in May 2026, n=50 overlap (25%) with the previous wave in November 2025, and n=150 are new sample.
Among the n=50 Dietitians recruited in May 2026, n=28 overlap (56%) with the previous wave in November 2025, and n=22 are new sample.

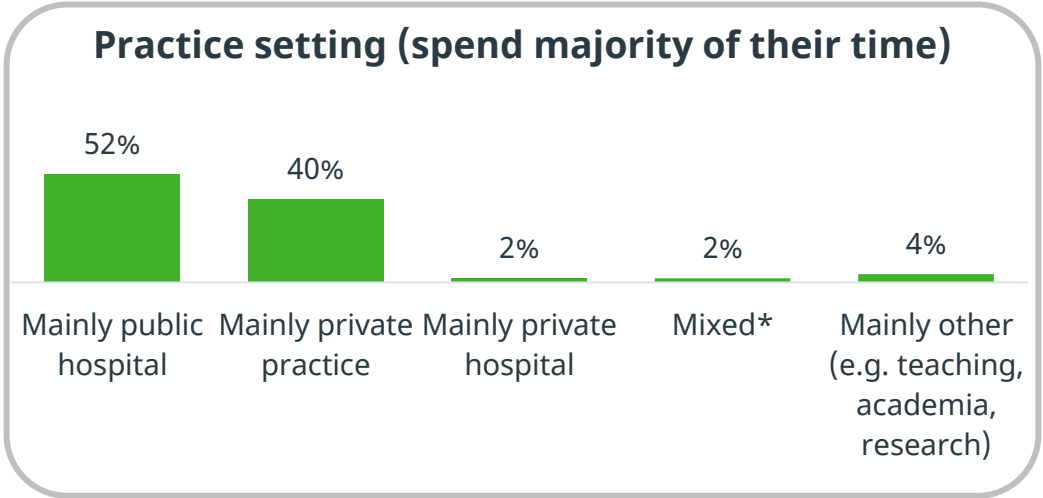
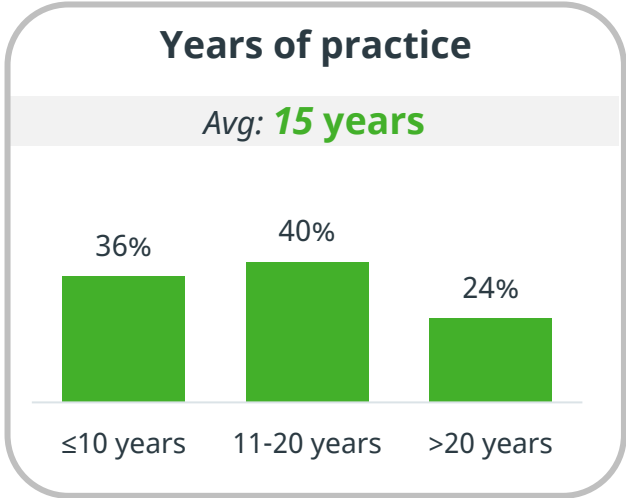
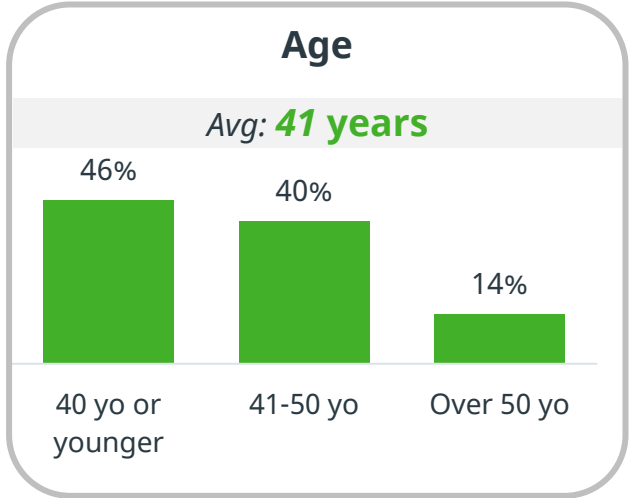
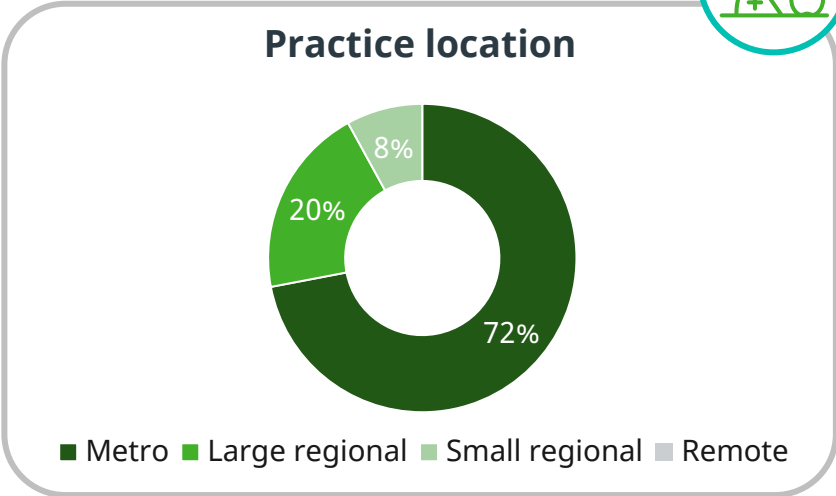
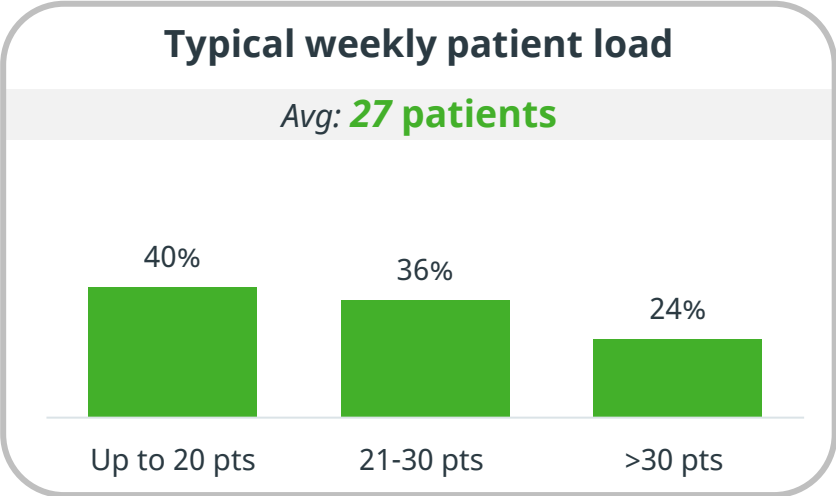
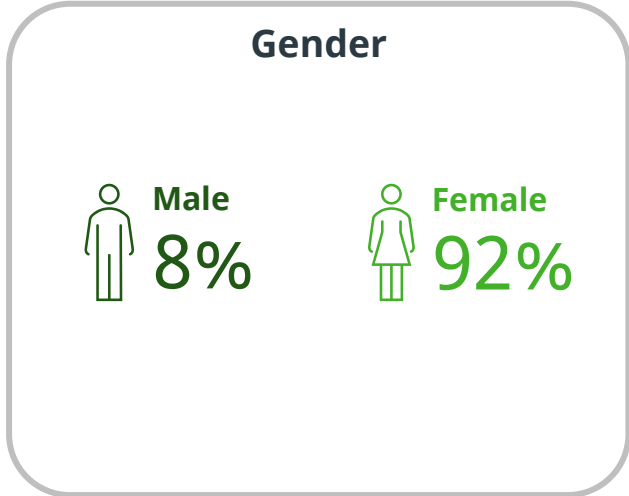
Sample of GPs has a widespread mix of experience and weekly patient load, plus good practice location representation

Sample demographics – GPs



Whereas Dietitians are mostly female and has a wide mix of experience and practice settings in metro locations

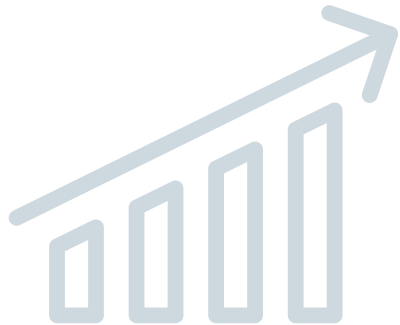
Sample demographics – Dietitians



Base n=50 Dietitians / *Mixed consists of n=1 dietitian with equal time in private practice and private hospital

MLA Key Performance Indicators

KPI	Performance Indicators	2026 FY results	May 2026 results	November 2025 results
★	Recommendation to eat red meat 3-4 times per week	• 50% of GPs and Dietitians indicate they would normally recommend a net of 3-4 times red meat consumption per week	• 58% of GPs and Dietitians indicate they would normally recommend a net of 3-4 times red meat consumption per week	• 42% of GPs and Dietitians indicate they would normally recommend a net of 3-4 times red meat consumption per week
★	MLA's resources are relevant and credible	• 63% of GPs and Dietitians at least somewhat agree that MLA's resources are relevant and credible	• 64% of GPs and Dietitians at least somewhat agree that MLA's resources are relevant and credible	• 63% of GPs and Dietitians at least somewhat agree that MLA's resources are relevant and credible



A consistent increase was seen across multiple metrics among the overlap sample completing Nov'25 and May'26 waves

Overlap analysis

	GP		Dietitian	
	Nov'25 overlap data	May '26 overlap data	Nov'25 overlap data	May '26 overlap data
Q1 - Recommendation to eat red meat 3-4x unprompted	54%	60%	44%	57%
Q02 - Recommendation to eat red meat 3-4x prompted (... with a variety of other protein)	66%	82%	52%	68%
Q02 - Recommendation to eat red meat 3-4x prompted (... with a variety of balanced and leftover meals)	56%	70%	44%	64%

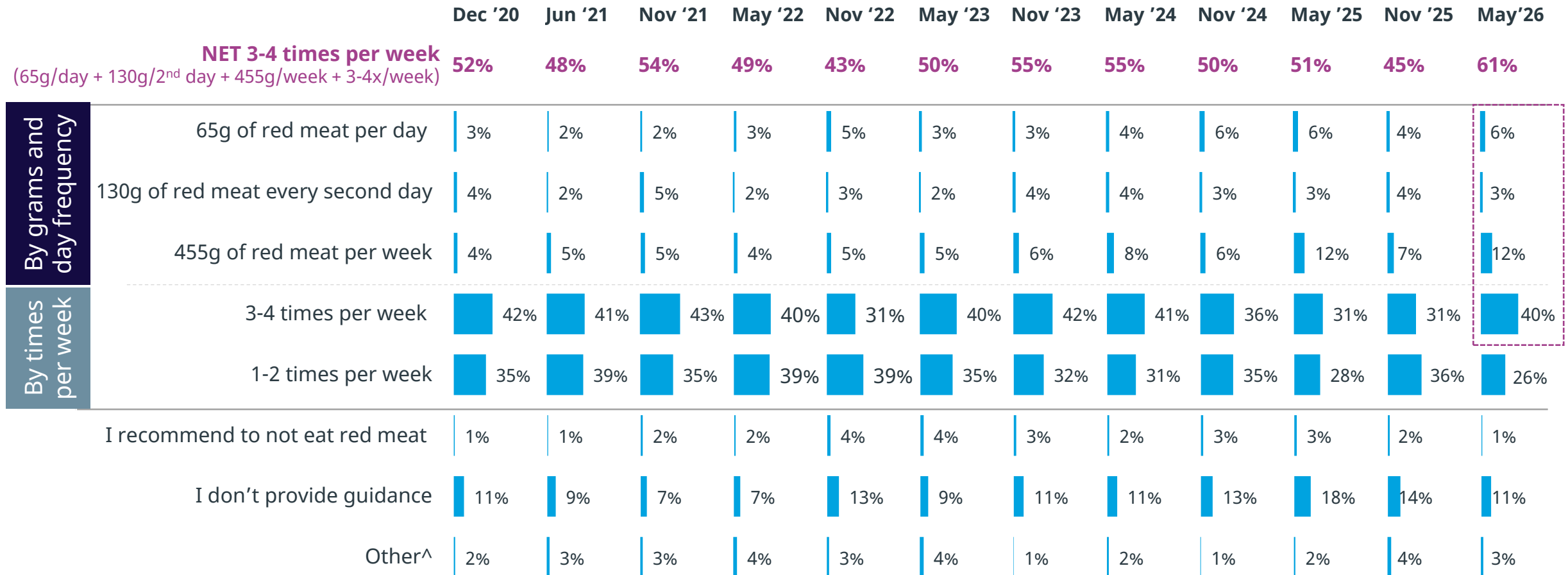
Encouragingly, GPs' recommendation for 3-4 times per week has reached an all-time high in May'26 wave, driven by '455g'

Recommendation to eat red meat – GPs

✓ A similar increase was observed in the **overlap sample** (Nov'25-May'26), confirming the uplift is consistent across samples.



General Practitioners



^Other includes n+1 each for '2-3 times a week', '1-2 max or not at all', "depending on patient age, sex and comorbidities", "VERY patient specific, so I tailor my response frequently", "I recommend to eat red meat if you like it but not too much"

Base: n=200 General Practitioners

Q01: Which of the following red meat recommendations for healthy eating do you normally give to your patients?

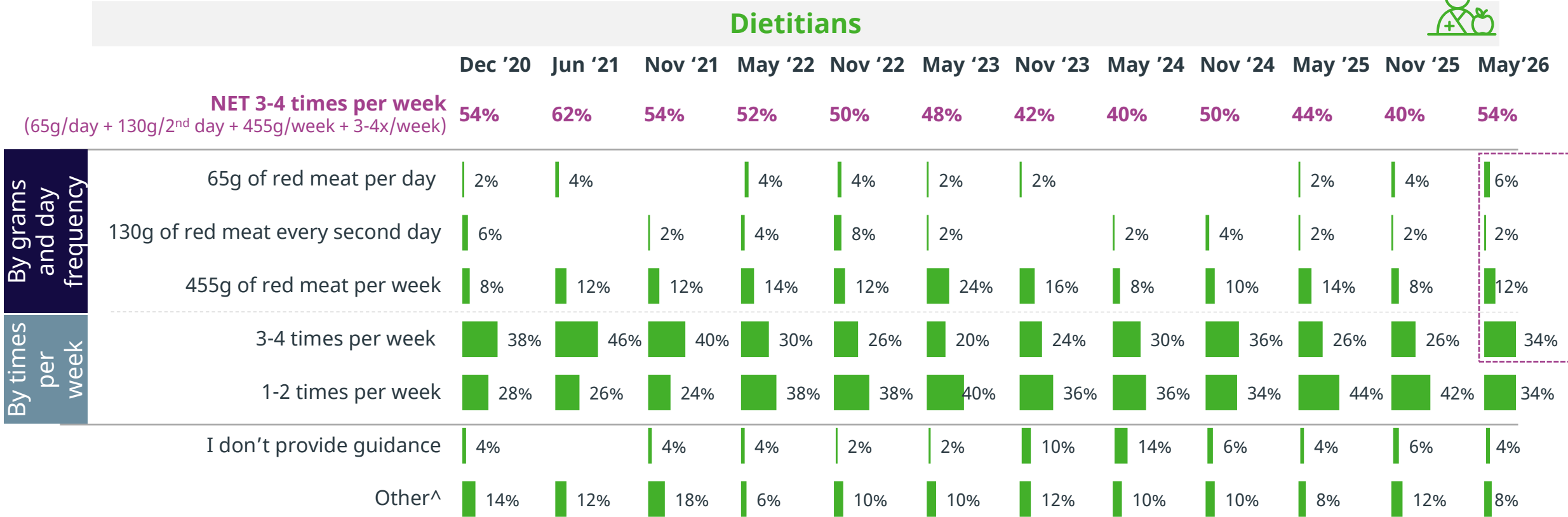
Data shows % of n



Similar to GPs, dietitians' recommendation for 3-4 times per week has also increased from Nov'25 to May'26 wave

Recommendation to eat red meat – Dietitians

✓ A similar increase was observed in the **overlap sample** (Nov'25-May'26), confirming the uplift is consistent across samples.



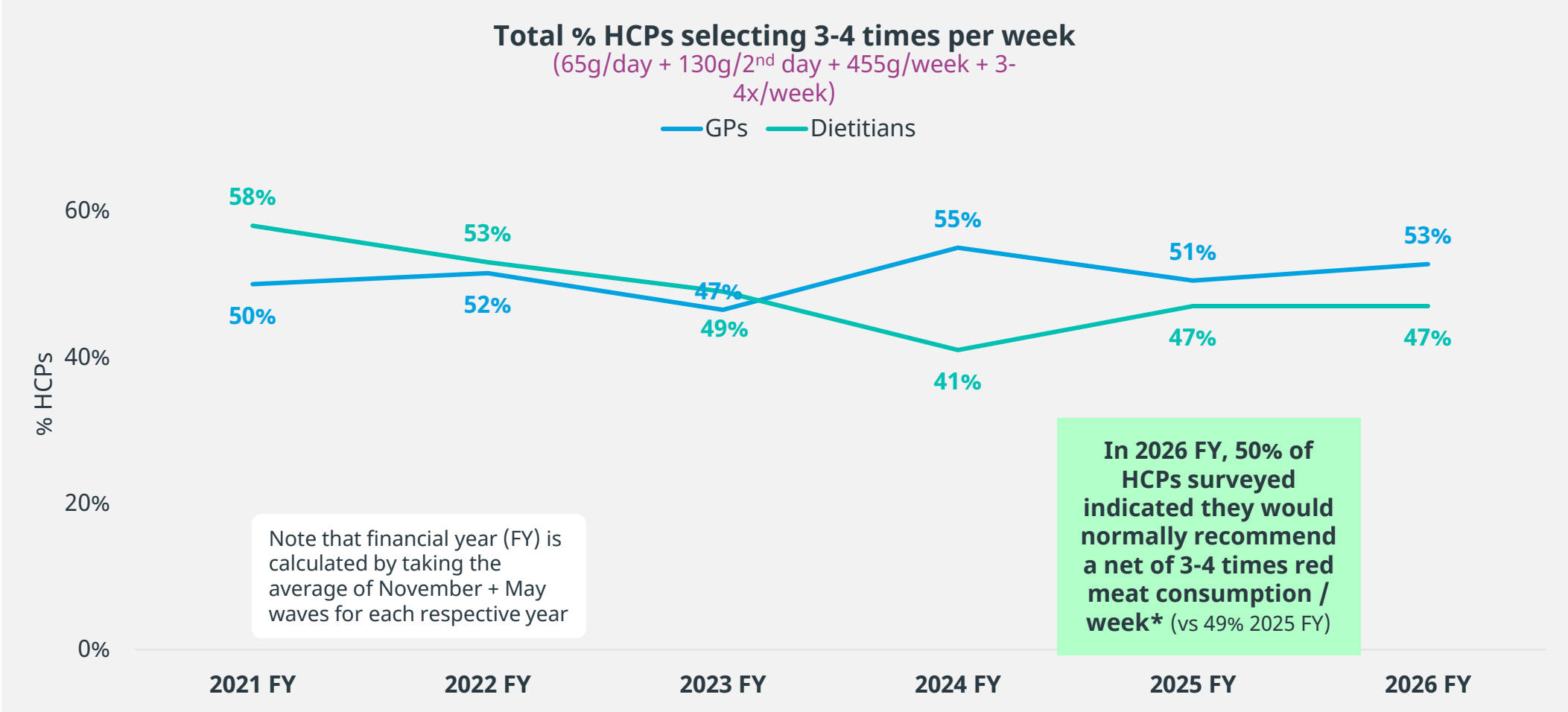
Encouragingly, no Dietitians indicated 'I recommend to not eat red meat' in May'26.

In May-26, 58% of HCPs surveyed indicated they would normally recommend a net of 3-4 times red meat consumption / week* (vs 42% in Nov-25)

*Calculated by taking the average of GPs and Dietitians who selected either 65g/day, 130g/2nd day, 455g/week, or 3-4x/week
^Other includes n=1 each for 'AGHE for age groups (Paediatrics) - dependent on age', 'Depending on any health conditions - if heart issues - 350g/week', 'less than 350g per week following Heart Foundation guideline' 'If having it suggest <350g per week'
Base: n=50 Dietitians
Q01: Which of the following red meat recommendations for healthy eating do you normally give to your patients?

From FY 2023 onwards, GPs are consistently more likely to recommend red meat consumption 3-4x per week vs dietitians

Recommendation to eat red meat – HCPs – tracked over time



*Calculated by taking the average of GPs and Dietitians who selected either 65g/day, 130g/2nd day, 455g/week, or 3-4x/week
Base: n=200 General Practitioners; n=50 Dietitians
Q01: Which of the following red meat recommendations for healthy eating do you normally give to your patients?

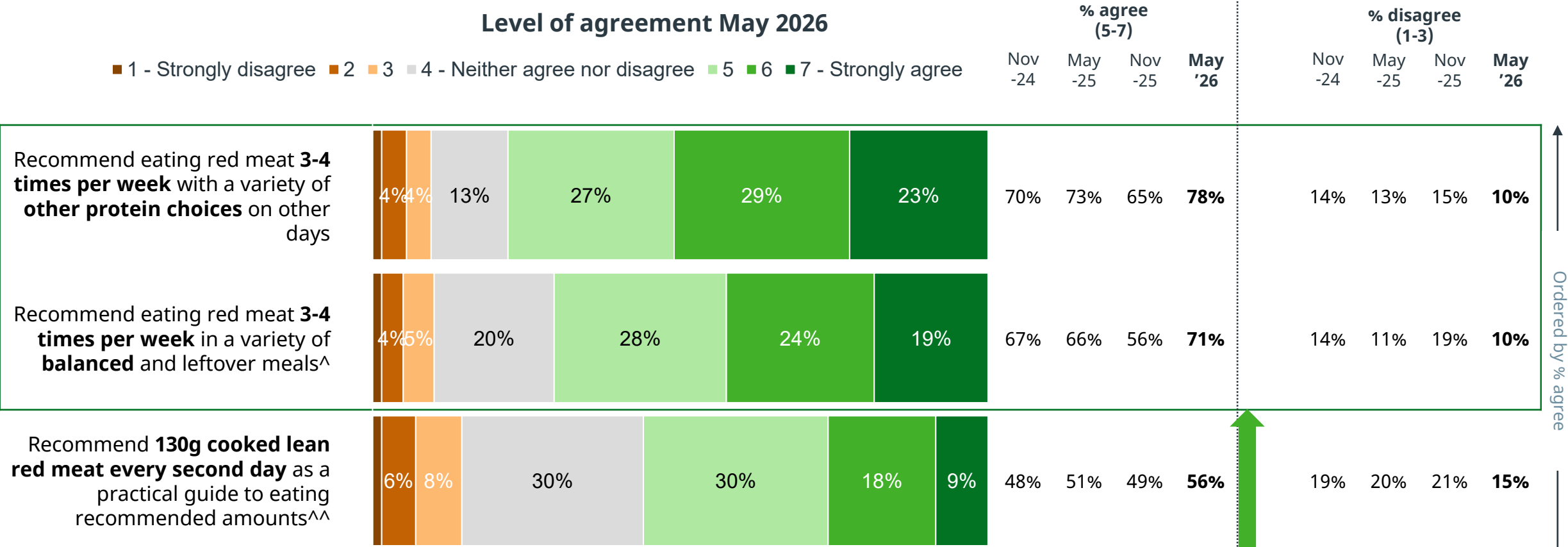
Like before, around 3 in 4 GPs agree with recommending red meat 3-4x times per week, representing an uptick from Nov'25

Level of agreement with recommendation statements – GPs

General Practitioners



Level of agreement May 2026



^{^^}option revised in 2024 from "...an average of 150g raw weight per person as a practical guide to purchasing red meat for healthy, balanced meals"

[^]option revised in 2023 from "...variety of healthy, balanced meals" to "variety of balanced and leftover meals"

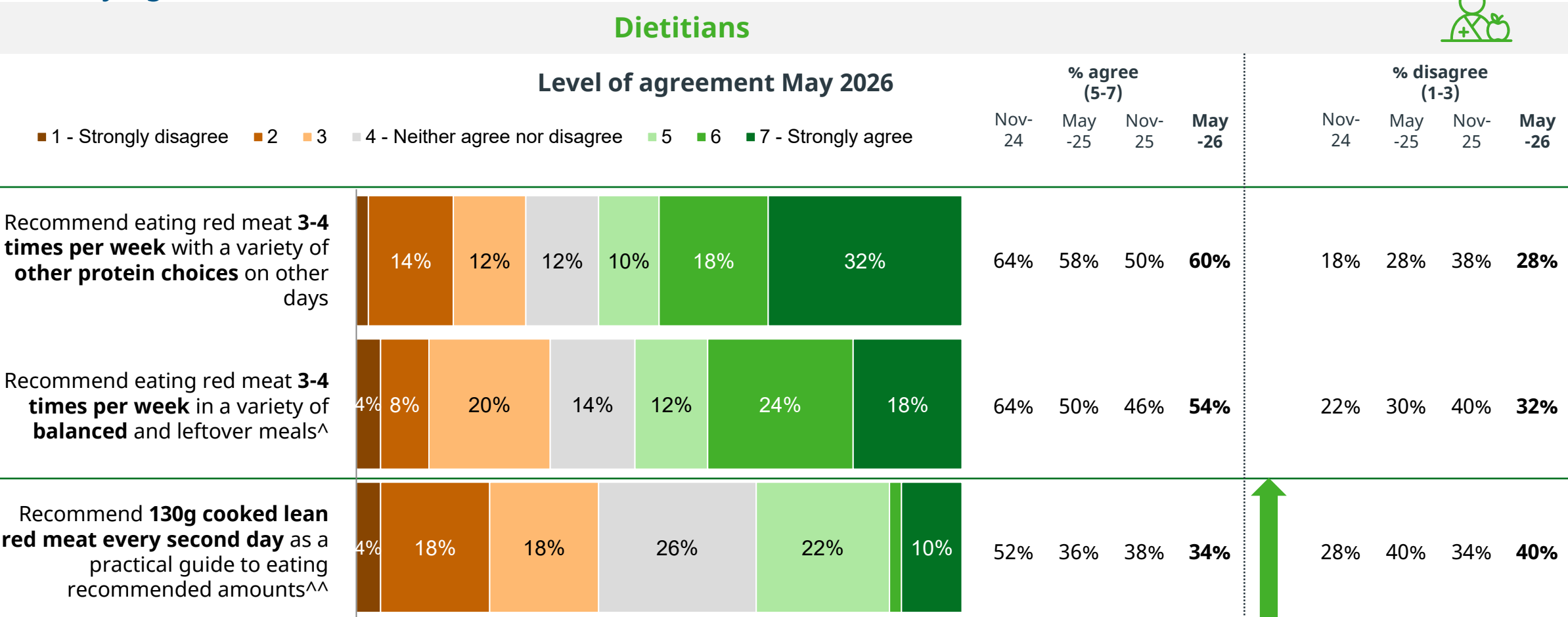
Base: n=200 General Practitioners / Note: Labels ≤ 3% not shown

Q02. The Australian Dietary Guidelines recommends 65 g cooked lean red meats such as beef, lamb, veal, pork, goat or kangaroo (about 90-100g raw) per day, or 455g cooked red meat per week. To what extent do you agree with the below practical ways to explain the amounts of red meat recommended in Australian Dietary Guidelines?

✓ A similar increase was observed in the **overlap sample (Nov'25-May'26)**, confirming the uplift in agreement is consistent across samples.

This positive sentiment is echoed among dietitians, with more now recommending red meat 3-4x per week vs Nov'25 wave

Level of agreement with recommendation statements – Dietitians



^{^^}option revised in 2024 from "...an average of 150g raw weight per person as a practical guide to purchasing red meat for healthy, balanced meals"
Base: n=50 Dietitians / Note: Labels ≤ 3% not shown
Q02. The Australian Dietary Guidelines recommends 65 g cooked lean red meats such as beef, lamb, veal, pork, goat or kangaroo (about 90-100g raw) per day, or 455g cooked red meat per week. To what extent do you agree with the below practical ways to explain the amounts of red meat recommended in Australian Dietary Guidelines?

✓ A similar increase was observed in the **overlap sample (Nov'25-May'26)**, confirming the uplift in agreement is consistent across samples.

Participants were shown MLA's 'Baby friendly meals' material and asked relevance and credibility of the guideline

Brochure: 'Baby friendly meals'

Front of brochure

Iron-Rich Red Meat for Babies

Iron-rich foods are recommended from 6-months of age to prevent iron deficiency.

- The best food sources contain haem iron that is easily absorbed by the body
- Haem iron is found in meat, fish and poultry
- Red meat is an excellent source of haem iron
- Serving lean red meat three to four times a week is an easy way to provide your baby with enough iron

	Amount of iron absorbed by your body	Iron content of the food
100g lean beef		
100g lean lamb		
100g canned tuna, drained		
100g lean pork		
100g chicken breast		
2 wheat breakfast biscuits with added iron		
170g tofu		
½ cup cooked spinach		
¼ cup muesli natural		
2 cooked eggs		
½ cup cooked lentils		

Back of brochure

Family Meal Idea

Versatile Meatballs



Two ways to serve meatballs:
Serve with pasta and a tomato sauce or use leftover meatballs to make a share plate with vegetables, pita bread and hummus.

Recipe Tips

Tomato sauce: Add finely diced onion, celery, carrots, zucchini and quartered button mushrooms to canned diced tomatoes

Salad vegetables: Cherry tomatoes cut in half, slices of avocado, peeled and diced cucumber, coarsely grated carrot

Meatballs: 500g lean beef (raw weight) serves 4 adult meals

Adapting the Family Meal

How-to Textures

Smooth Texture

Blend chopped meatballs, vegetables and sauce until smooth puree.



Lumpy Texture

Dice up meatballs and vegetables and coat in pasta sauce.



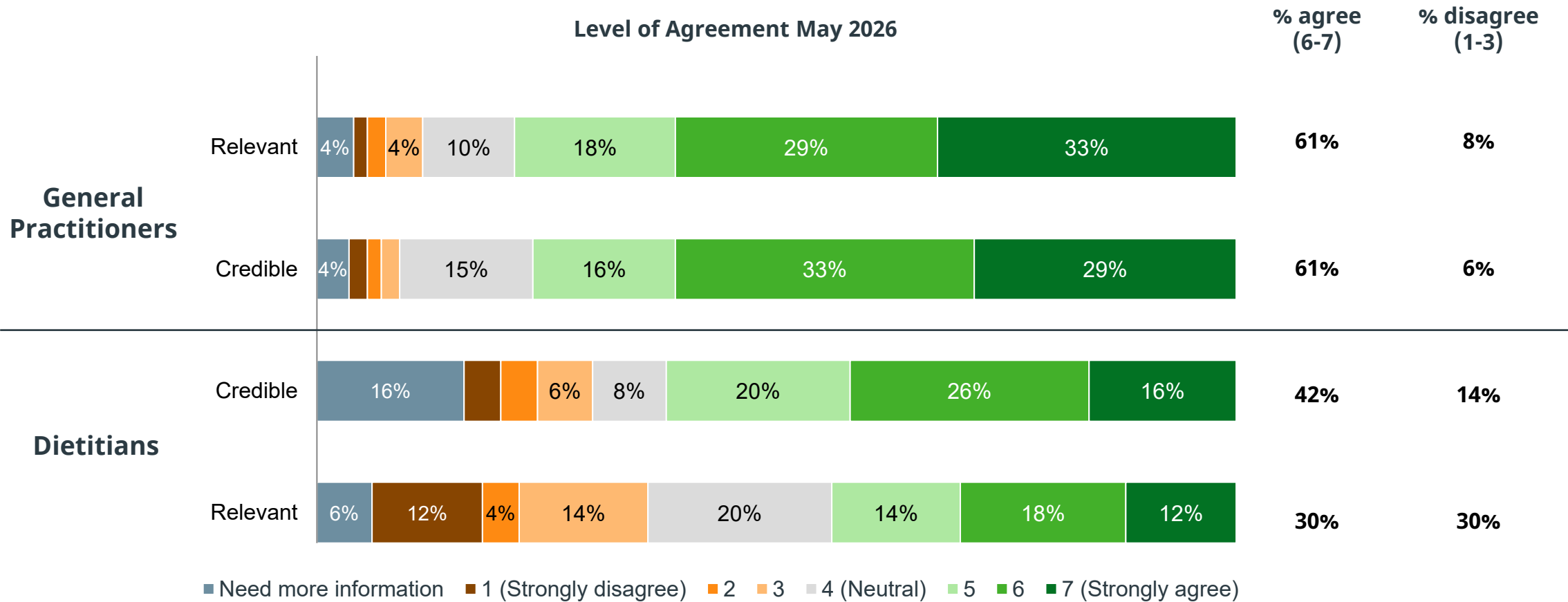
Finger Food

3 meatballs, pasta and sauce, steamed vegetables (zucchini and carrot).



GPs found the ‘Baby friendly meals’ resource more relevant (61% vs 30%) and credible (61% vs 42%) than Dietitians

Relevance & credibility of ‘Baby friendly meals’ resource – HCPs



Note: Brochure re-added in May'25 wave however content is different / tracking available in next slide
Base: n=200 General Practitioners; n=50 Dietitians / Note: Labels ≤ 3% not shown
Q03. After seeing the educational material, to what extent do you agree with the following statements?

Participants were shown MLA's 'Protein-rich meals for muscle health' factsheet & asked relevance/credibility of the material

Brochure: 'Protein rich meals for muscle health'

Front of brochure

Protein-rich meals for muscle health



Why do we need protein?

1. **Protein and physical activity work together to maintain muscle health**

Physical activity stimulates the muscles and protein-rich foods provide building blocks for growth and repair.

Physical activity, such as strength, balance and aerobic exercise, each provide different benefits important for muscle function.

Muscle health is also important for heart, immune and bone health.

2. **Protein-rich foods make satisfying and nutritious meals making every bite count. This is useful for:**

People with small appetites e.g. fussy kids, elderly, injured or unwell.

Achieving and maintaining a healthy weight, together with regular physical activity.

Why is protein important at every meal?

Having protein at every meal across the day makes it easier for the body to use protein and optimise the benefits gained from physical activity.

Have 3 to 4 protein-rich meals across the day e.g.

Breakfast

Lunch

Snack

Dinner

Which protein food is best?

Protein foods also provide essential nutrients important for good health. Choosing a variety of different proteins is an easy way to get enough of these nutrients.



Lean red meat
every second day
for iron & zinc



Dairy
3 to 4 serves per
day for calcium



Fish
twice a week for
omega-3



Legumes
twice a week for
dietary fibre



Eggs & Poultry
on other days

Back of brochure

How to get enough protein at each meal?

General recommendations suggest 25-30grams of protein at each meal with 3+ serves of vegetables.

Protein Guide

30g Protein	20-15g Protein	10g protein or less
- Small beef steak (150g) - Small lamb steak (150g) - Salmon fillet (150g) - Chicken breast (150g)	- Beef mince (75g) - Canned fish (95g) - Chicken thigh (75g) 1 cup of cooked lentils, chickpeas 1/2 cup of nuts and seeds	1 slice of roast meat 1 slice of smoked salmon 2 slices cheese (40g) 1 glass milk (250ml) 1/2 cup yoghurt 1/2 cup hummus 1 tb peanut butter

Meal ideas

San Choy Bau



150g mince
= 30g protein

Grilled Fish and Vegetables



150g fish fillet
= 30g protein

Whole Grain Wrap and Dessert



2 slices of roast meat,
1/2 cup hummus + 1/2 cup yoghurt
= 25g protein

Lamb and Lentil Salad



75g lamb + 1/2 cup cooked lentils
= 25g protein

Omelette



40g cheese + 2 eggs
= 25g protein

Burrito Bowl



50g mince + 1tb yoghurt
+ 1 cup of kidney beans
= 25g protein

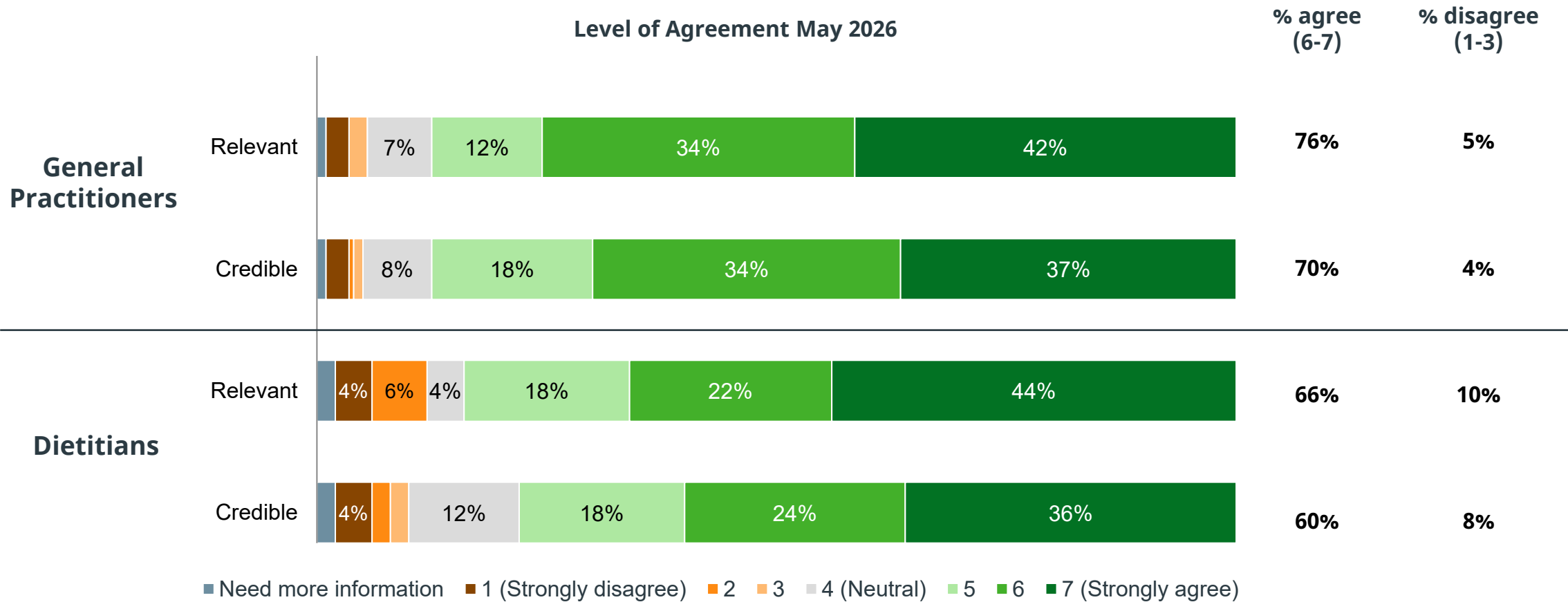


This resource is published by MLA Healthy Meals for health professionals to provide practical information about healthy eating. April 2025.

Information in this brochure is aimed at healthy individuals without special dietary requirements and intended as general information only. Care is taken to ensure accuracy and currency of the information, however we cannot guarantee accuracy or currency. This information does not constitute medical, dietary or nutrition advice and you should consult a health professional before making any decisions concerning your health or nutrition requirements.

As for the 'Protein-rich meals' material, both HCPs are more inclined to agree on its relevance and credibility than before

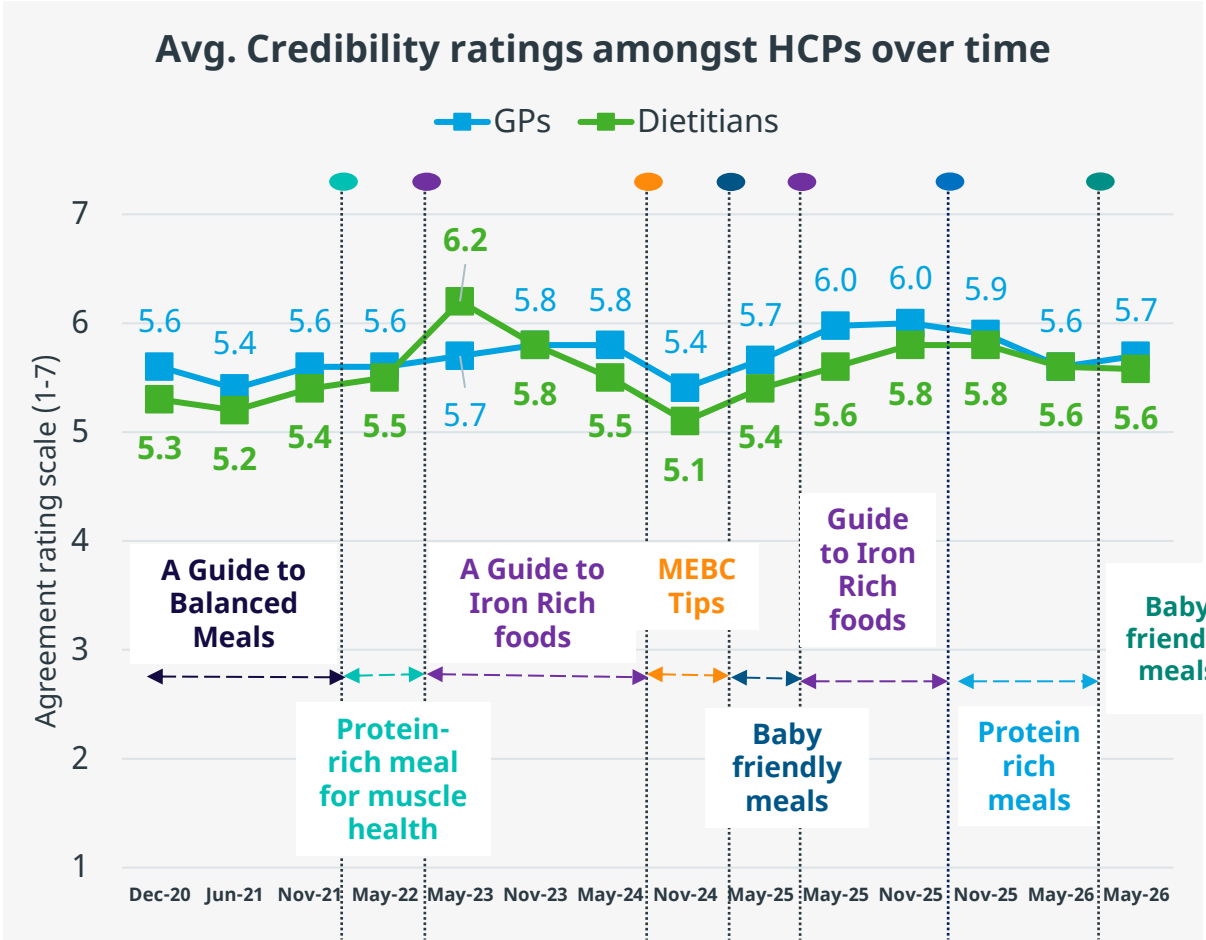
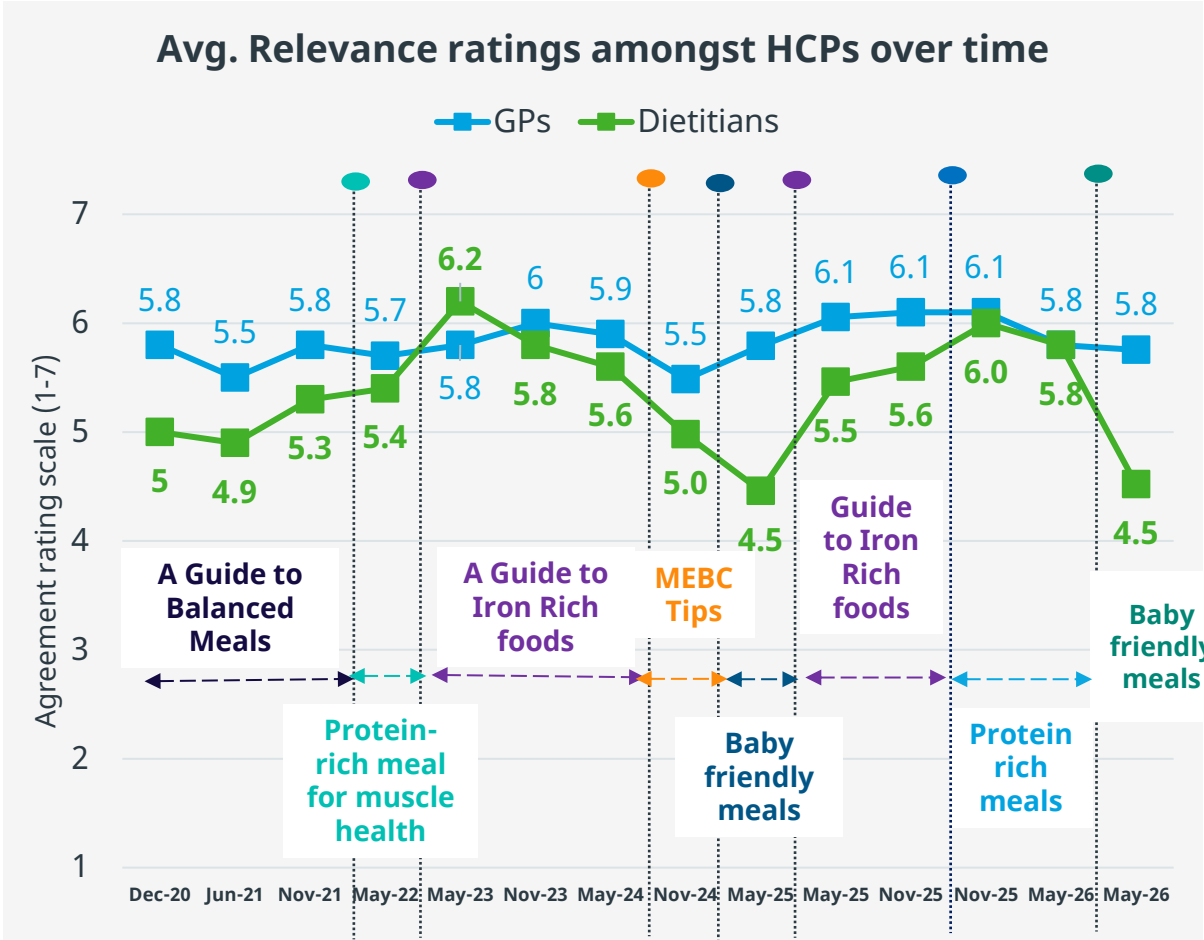
Relevance & credibility of 'Protein-rich meals' educational material – HCPs



Note: Brochure newly added in May'25 thus no tracking data is available before this
Base: n=200 General Practitioners; n=50 Dietitians / Note: Labels ≤ 3% not shown
Q04. After seeing the educational material, to what extent do you agree with the following statements?

'Protein rich meals' continues to resonate well with both HCPs while 'Baby friendly meals' is not as relevant to dietitians

Relevance & credibility of both educational materials – HCPs – over time

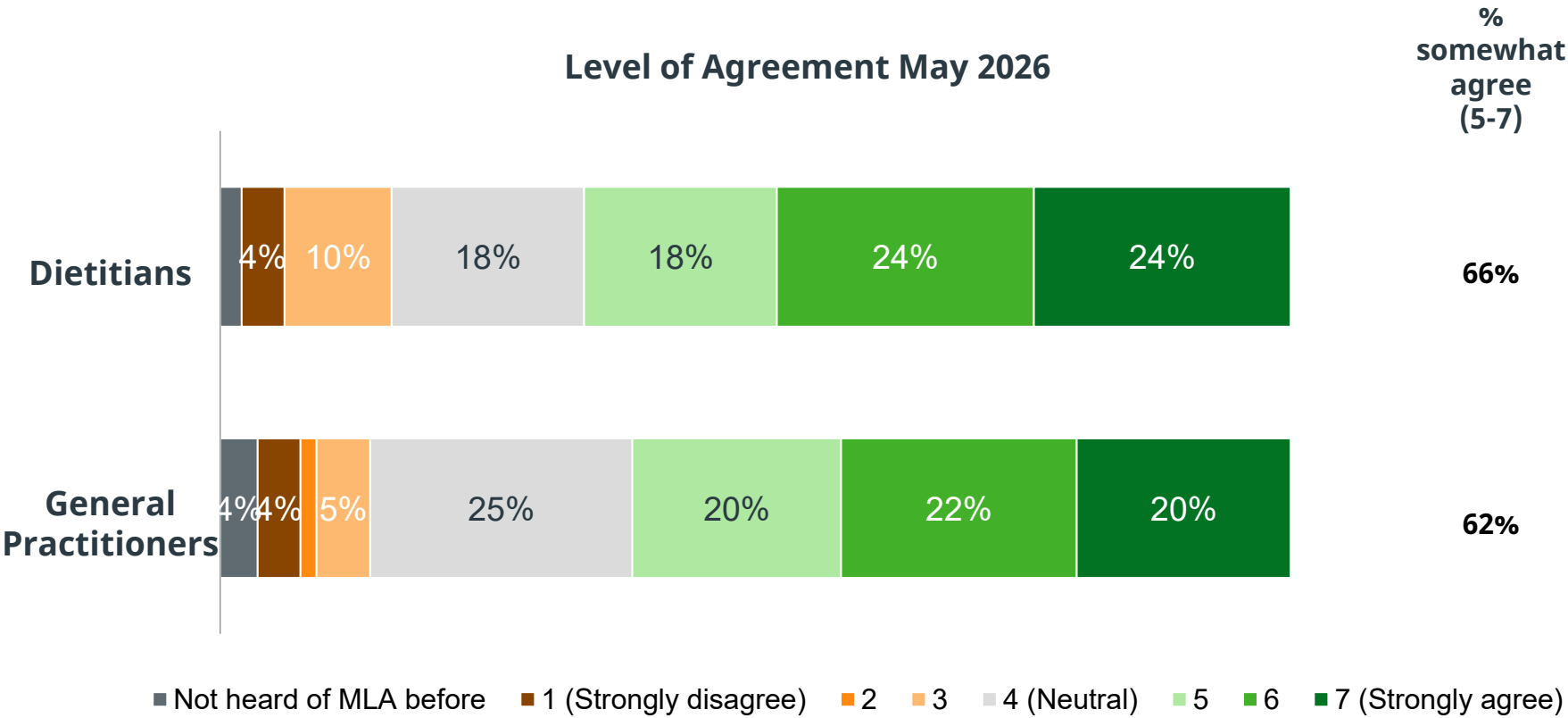


*Note: Average score among the respondents who rated on 1 to 7 scale, who selected "need more information" was excluded from the average
Base: n=200 General Practitioners; n=50 Dietitians / Note: Labels ≤ 3% not shown
Q04. After seeing the educational material, to what extent do you agree with the following statements?

In May'26, 2 in 3 HCPs at least somewhat agree MLA is a relevant and credible source of information on healthy eating

Overall credibility and relevance of MLA as a source of material on healthy eating

“MLA is a credible and relevant source of material on healthy eating for patients”



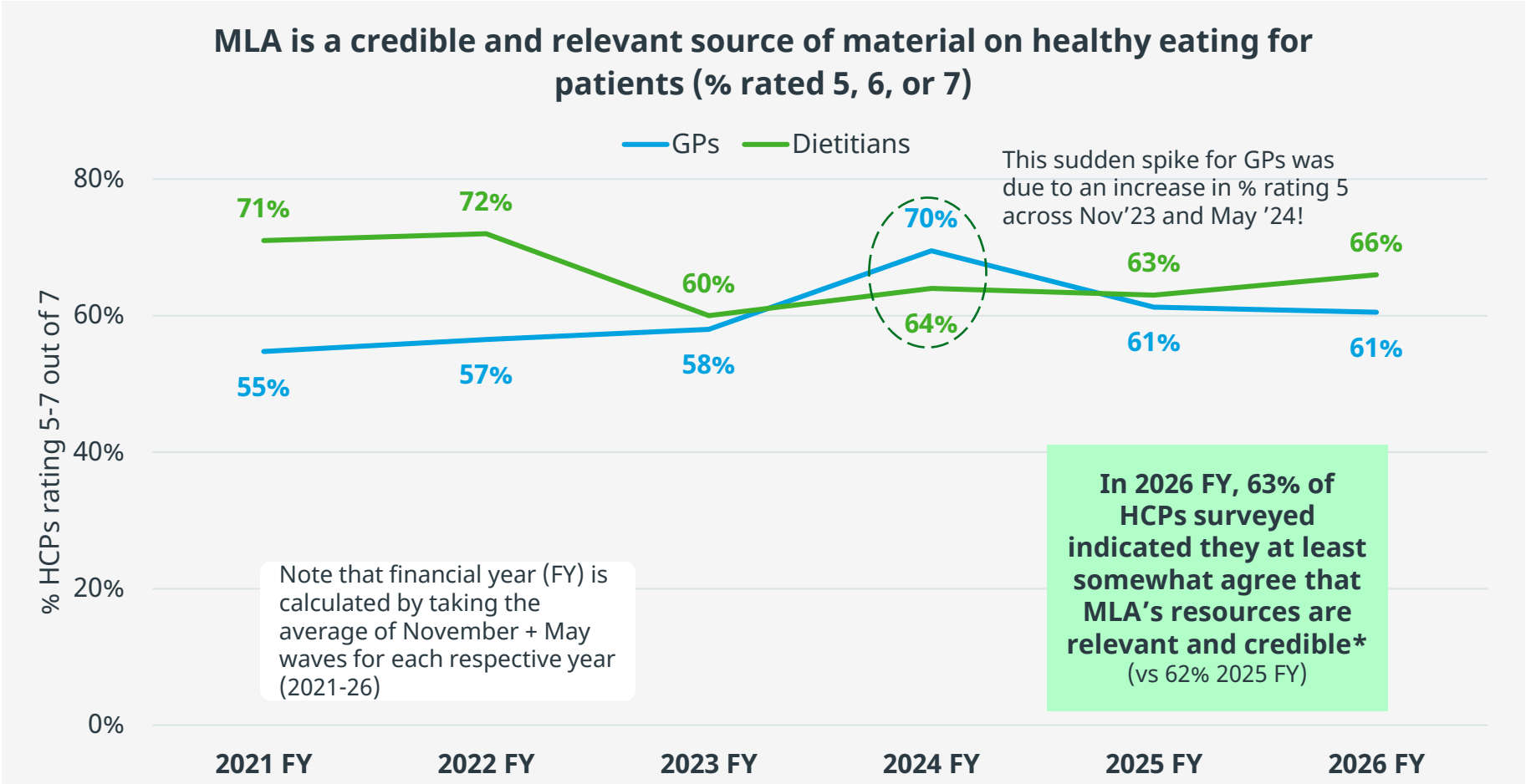
In May-26, 64% of HCPs surveyed at least somewhat agree that MLA is a credible and relevant source of material on healthy eating for patients* (vs 63% in Nov-25)

*Calculated by taking the average of GPs and Dietitians who selected 5, 6 or 7 out of 7
Base: n=200 General Practitioners, n=50 Dietitians / Note: Labels ≤ 3% not shown
Q05. These nutrition resources are produced by Meat & Livestock Australia (MLA) and are freely available on the MLA Healthy Meals website (www.mlahealthymeals.com.au). Given the above, to what extent do you agree with the following statements?

Data shows % of n

Dietitians are slightly more inclined to at least somewhat agree MLA is a credible and relevant source of material in FY26

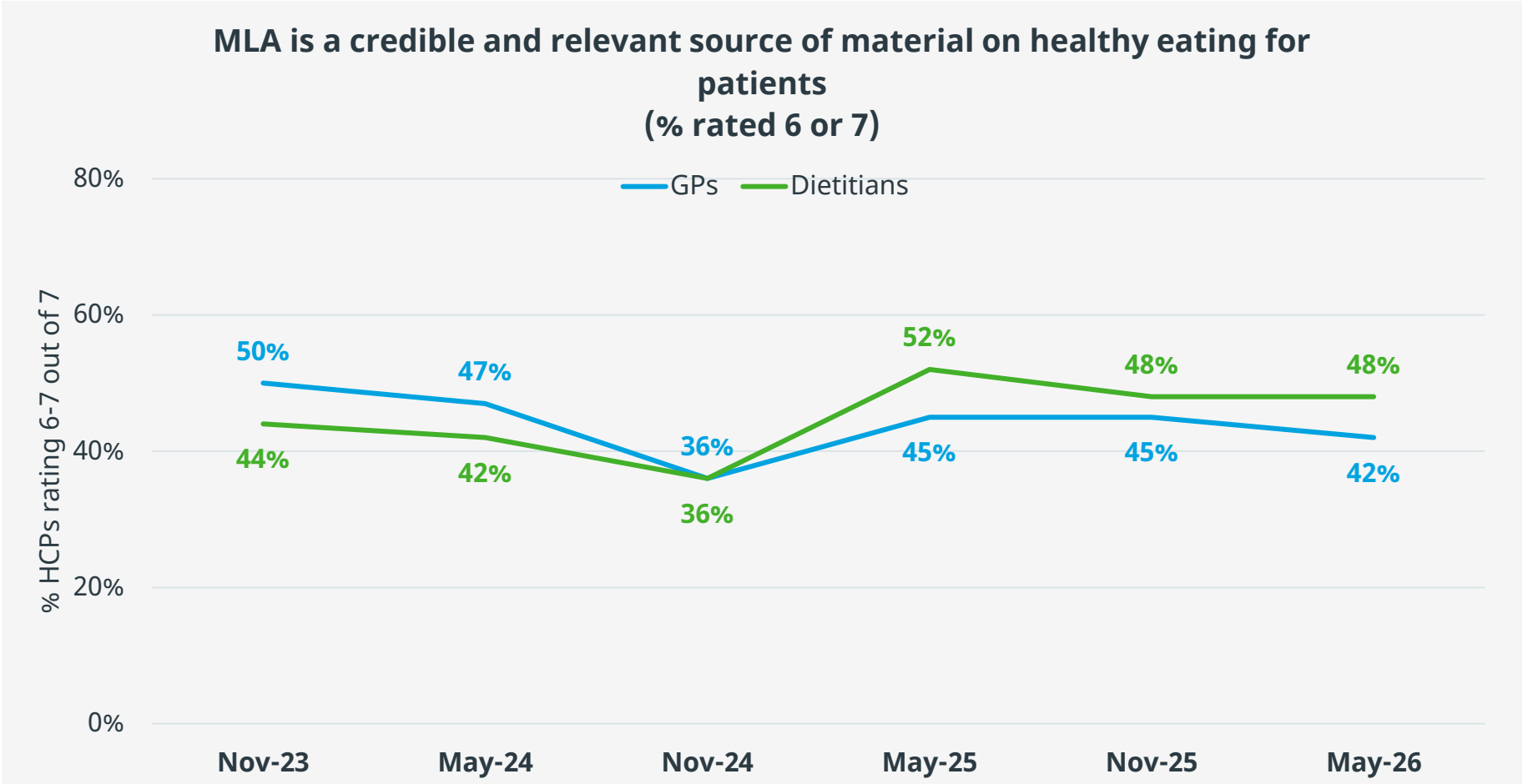
Overall credibility and relevance of MLA as a source of material on healthy eating – over time



*Calculated by taking the average of GPs and Dietitians who selected 5, 6 or 7 out of 7
Base: n=200 General Practitioners; n=50 Dietitians / Note: Labels ≤ 3% not shown
Q05. These nutrition resources are produced by Meat & Livestock Australia (MLA) and are freely available on the MLA Healthy Meals website (www.mlahealthymeals.com.au). Given the above, to what extent do you agree with the following statements?

Among those who rated 6 or 7, dietitians are again slightly more inclined to agree MLA is a credible & relevant source

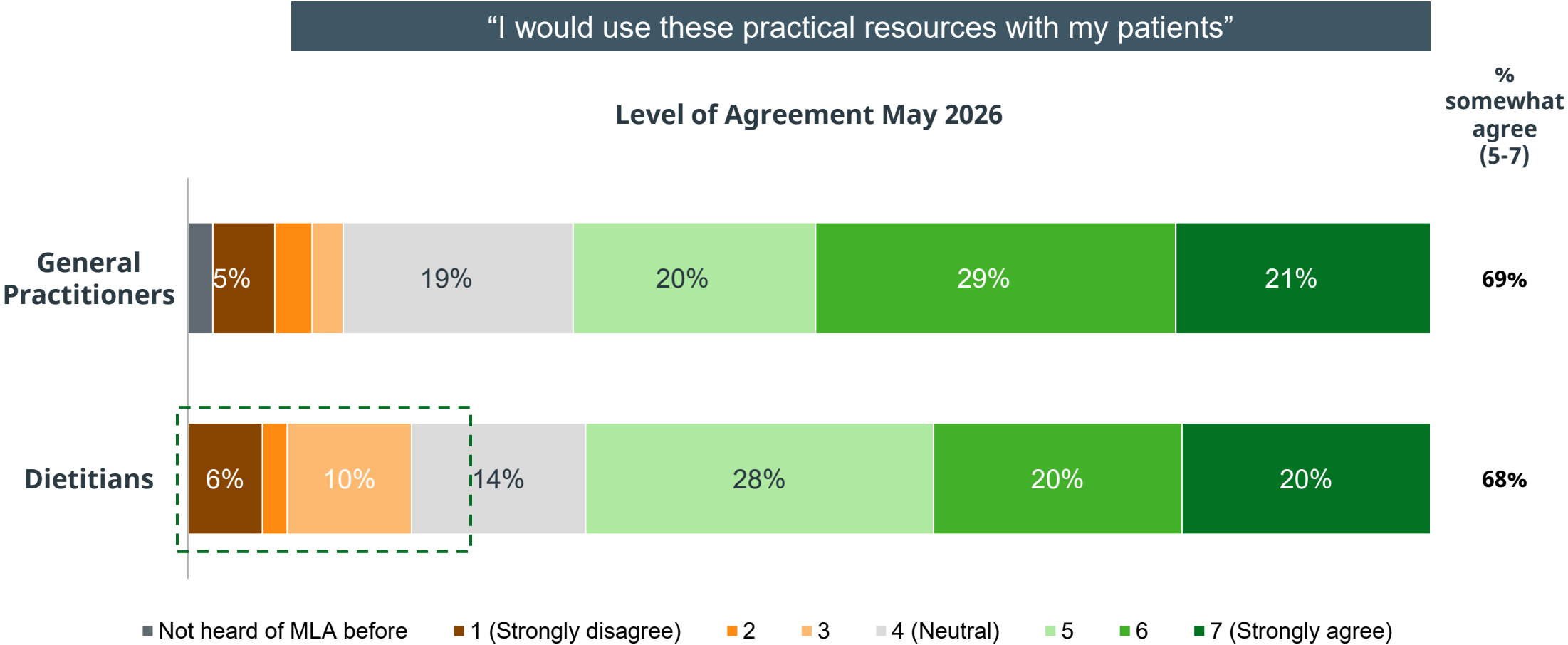
Overall credibility and relevance of MLA as a source of material on healthy eating – over time



*Calculated by taking the average of GPs and Dietitians who selected 6 or 7 out of 7
Base: n=200 General Practitioners; n=50 Dietitians / Note: Labels ≤ 3% not shown
Q05. These nutrition resources are produced by Meat & Livestock Australia (MLA) and are freely available on the MLA Healthy Meals website (www.mlahealthymeals.com.au). Given the above, to what extent do you agree with the following statements?

Around two-thirds of HCPs are willing to use MLA’s practical resources with their patients

Overall usage of MLA resources



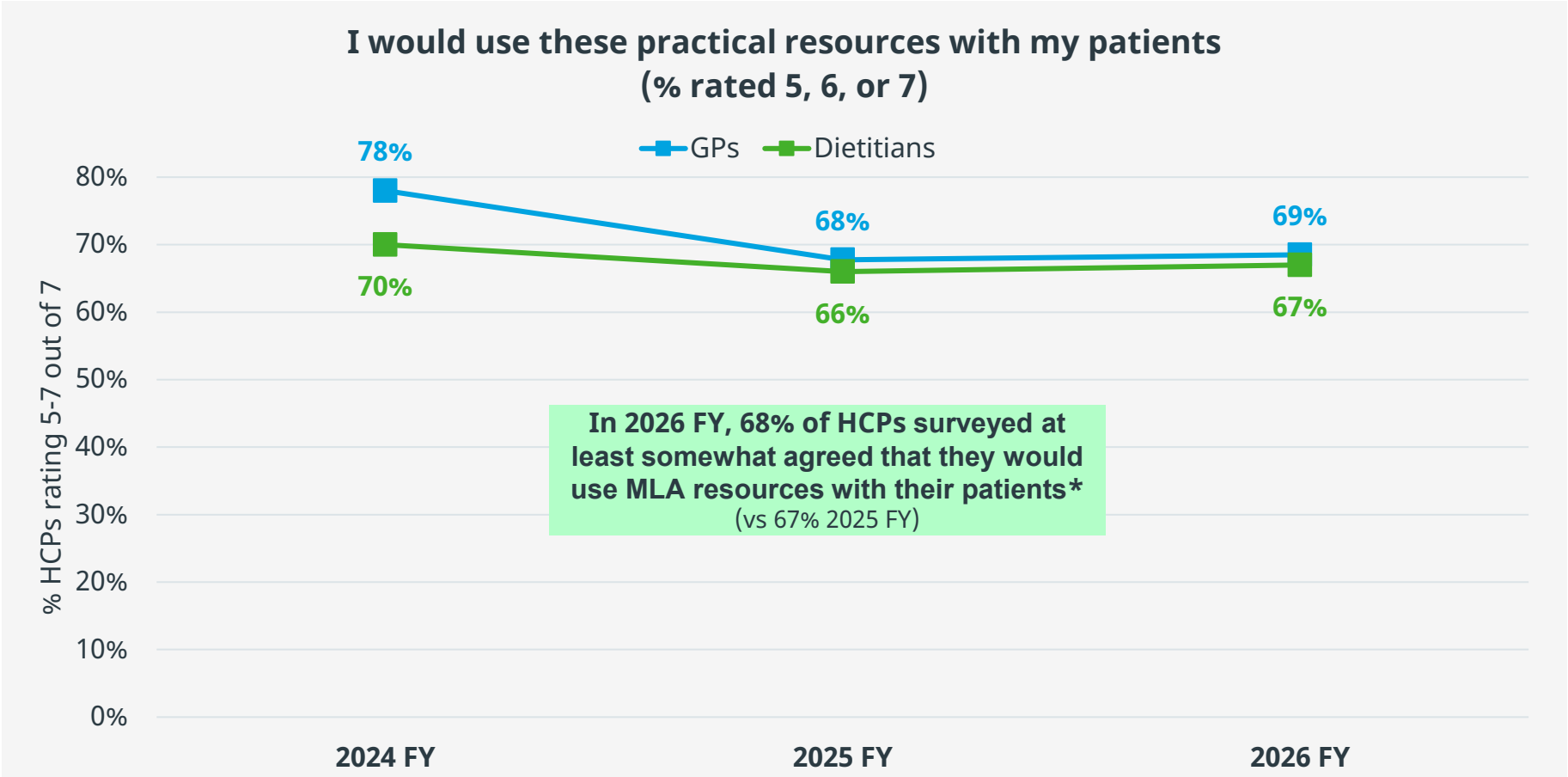
In May-26, 69% of HCPs surveyed at least somewhat agreed that they would use MLA resources with their patients* (vs 67% in Nov-25)

*Calculated by taking the average of GPs and Dietitians who selected 5, 6 or 7 out of 7
Base: n=200 General Practitioners, n =50 Dietitians / Note: Labels ≤ 3% not shown
Q05. These nutrition resources are produced by Meat & Livestock Australia (MLA) and are freely available on the MLA Healthy Meals website (www.mlahealthymeals.com.au). Given the above, to what extent do you agree with the following statements?

Data shows % of n

Willingness to use MLA resources with their patients has remained relatively consistent with FY 2025

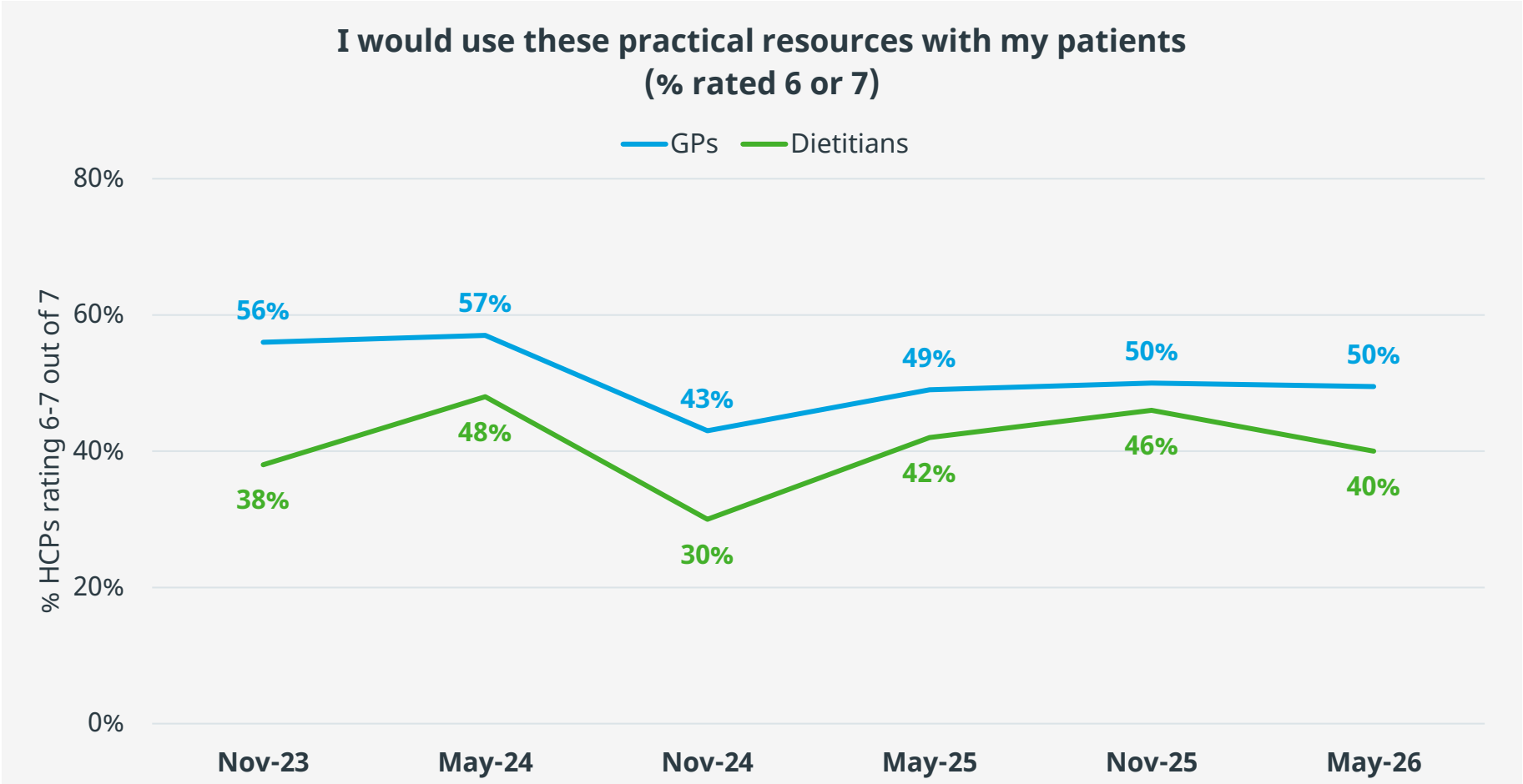
Overall usage of MLA resources – over time



Statement was added in Nov-23, thus no tracking available before this
*Calculated by taking the average of GPs and Dietitians who selected 5, 6 or 7 out of 7
Base: n=200 General Practitioners; n=50 Dietitians / Note: Labels ≤ 3% not shown
Q05. These nutrition resources are produced by Meat & Livestock Australia (MLA) and are freely available on the MLA Healthy Meals website (www.mlahealthymeals.com.au). Given the above, to what extent do you agree with the following statements?

Among those who rated 6 or 7, GPs are consistently slightly more willing to use MLA resources with their pts vs dietitians

Overall usage of MLA resources – over time



*Calculated by taking the average of GPs and Dietitians who selected 6 or 7 out of 7
Base: n=200 General Practitioners; n=50 Dietitians / Note: Labels ≤ 3% not shown
Q05. These nutrition resources are produced by Meat & Livestock Australia (MLA) and are freely available on the MLA Healthy Meals website (www.mlahealthymeals.com.au). Given the above, to what extent do you agree with the following statements?



medibus@iqvia.com

Johnson Qiu

Senior Consultant, Integrated Research Solutions

Johnson.Qiu@iqvia.com

Ishita Sawhney

Associate Consultant, Integrated Research Solutions

drishitamukesh.sawhney@iqvia.com

IQVIA acknowledges the traditional owners of Country throughout Australia and pays respect to Elders past and present.

2026 Medibus Schedule

The fast and cost-effective way to survey Australian healthcare professionals

Month	Final materials due date	Launch date	Results available*
January	Friday, 9 January	Wednesday, 14 January	Wednesday, 28 January
February	Friday, 30 January	Wednesday, 4 February	Wednesday, 18 February
March	Friday, 27 February	Wednesday, 4 March	Wednesday, 18 March
April	Friday, 27 March	Wednesday, 1 April	Wednesday, 15 April
May	Friday, 1 May	Wednesday, 6 May	Wednesday, 20 May
June	Friday, 29 May	Wednesday, 3 June	Wednesday, 17 June
July	Friday, 26 June	Wednesday, 1 July	Wednesday, 15 July
August	Friday, 31 July	Wednesday, 5 August	Wednesday, 19 August
September	Friday, 28 August	Wednesday, 2 September	Wednesday, 16 September
October	Friday, 2 October	Wednesday, 7 October	Wednesday, 21 October
November	Friday, 30 October	Wednesday, 4 November	Wednesday, 18 November
December	Friday, 27 November	Wednesday, 2 December	Wednesday, 16 December

Medibus to be launched on the first Wednesday of each month (except Jan), results 2 weeks after*
Final materials to be approved the Friday prior to launch date

≡✉ **Get in touch: medibus@iqvia.com**

*A minimum of 5 questions required per customer type applies. Feasibility of some customer types may be limited, and screening criteria are not included, **if you seek screening questions**, please contact IQVIA Integrated Research Solutions or the Medibus team for **feasibility assessment, cost and timelines** - it may be that another solution is better suited to your needs. Copyright © 2026 IQVIA. All rights reserved. Subject to change without prior notice.

Customer type	Sample*	Cost per question*
General Practitioners	200	\$1,600
Retail Pharmacists	200	\$1,600
Dietitians	50	\$1,500
Practice Nurses	50	\$1,500
Haematologists	30	\$1,400
Medical Oncologists	30	\$1,400
Nephrologists	30	\$1,350
Pharmacy Assistants	50	\$1,300
Cardiologists	30	\$1,300
Dermatologists	30	\$1,300
Endocrinologists	30	\$1,300
Gastroenterologists	30	\$1,300
Neurologists	30	\$1,300
Paediatricians	30	\$1,300
Rheumatologists	30	\$1,300
Respiratory Physicians	30	\$1,300

Please enquire with us if your desired customer type is not listed above.



Integrated Research Solutions

Your trusted partner in healthcare and consumer health strategy and market research, where customer perceptions come alive!

As leaders in the field, we are expert thinkers, passionate about driving healthcare forward, connecting the dots to elevate your success.

MEET THE IRS TEAM

The specialists in healthcare and
consumer health research, insights
and strategy

20+ Experts

working together across all aspects of
qualitative, quantitative and
panel-based research

Our integrated research solutions team has strong heritage in ANZ with highly experienced team, to help uncover the 'why'

Why partner with IQVIA?

Bringing the customer's voice to life

Engaging with key stakeholders – from HCPs to patients, caregivers, consumers, and beyond - we uncover their perceptions, attitudes and behaviours.

Connecting data with purpose

With access to an array of primary and IQVIA proprietary secondary data assets, our research delves beyond the 'what', uncovering the underlying 'why' driving behaviour and market dynamics.

Unparalleled healthcare expertise

Deep expertise with local market insights, and access to a global network of healthcare and technology subject matter experts

Flexibility to meet your objectives

Our flexible approach combines proven methodologies and innovation to meet your unique objectives

Operational excellence

Seamless in-house project management, and access to IQVIA's proprietary HCP panels for swift engagement with high-quality respondents

Committed to quality

Dedicated pharmacovigilance and quality assurance teams, along with robust data management protocols.



IQVIA Integrated Research Solutions

PRIMARY INTELLIGENCE

With quantitative and qualitative methodologies, we have the expertise to provide tailored and comprehensive insights that address your unique business needs



MEDIBUS

Monthly online omnibus survey that provides time-sensitive insights with completely bespoke surveys with a range of healthcare professionals and two-week turnaround.



CHANNEL DYNAMICS

Industry-leading measurement of sales force performance and omnichannel marketing activities to provide an industry benchmark and intelligence on competitor activities.



CHANNEL PREFERENCES

Omnichannel strategy enhancement - Twice yearly tracking of evolving customer channel and content preferences to enable delivery of the right messages via the right channels.



ONCOLOGY DYNAMICS

A large and robust dataset on the treatment of cancer patients powered by physician input to provide real-world insights and empower informed decision-making in commercial and research settings across cancer types.



We are a trusted partner of the pharmaceutical, consumer health and well-being industry

WE HAVE DIVERSITY IN OUR CLIENT BASE



and many more...

Client's testimonials:

I know the term "valuable insights" gets thrown around with market research a lot, but this research really has helped us uncover a lot of information. In combination with the GP research last year, this will be pivotal data for us. Thanks to both of you for your time, attention to detail and relevant backgrounds. It's been a pleasure!

Great report with lots of good insights. I'll reiterate what I already said - this piece of research is one of the best I have seen in years. Congrats to the team for putting together this report!

Medibus never fails to deliver!