



# The primary source for your Healthcare Research needs

**Toluna** is a leading provider of quality healthcare professional and patient panels, delivering innovative healthcare solutions supported by proprietary technology

## Toluna's Curizon™ Healthcare Professionals Panel

Toluna is the world's largest online market research panel and online survey software provider. The Toluna Healthcare Group specialises in both healthcare professional and patient research.

Toluna's Curizon™ healthcare professionals panel and patient panels have been recruited and profiled in consultation with global leading brands operating in this sector in order to ensure it is continually aligned with the latest segmentation criteria required in the market. This enables our clients to access quality niche respondents to meet your global research needs.

### Physician Specialities

- Allergy/Immunity
- Anaesthesiology
- Cardiology
- Dermatology
- Diabetology
- Emergency
- Endocrinology
- GP/FP
- Gastroenterology
- Geriatricians
- Haematology
- Infectious Disease
- Intensive Care
- Internal Medicine
- Interventional
- Cardiology
- Nephrology
- Neurology
- OB/GYN
- Oncology
- Haematology/Onc.
- Radiation Oncology
- Ophthalmology
- Orthopaedic
- OTO/ENT
- Pain management
- Pathology
- Paediatric
- Plastic Surgery
- Phys Med & Rehab
- Podiatry
- Psychiatry
- Pulmonology
- Radiology
- Rheumatology
- Surgery
- Urology

### Allied Healthcare Professionals

- Chiropractors
- Diabetes Educators
- Dieticians/Nutritionists
- Hospital Administrators
- Practice Administrators
- Hospital Purchasing Managers
- Managed Care Medical Directors
- Managed Care Pharmacy Directors
- Medical Students
- Nurses (RN, NP)
- Opticians
- Optometrists
- Physical Therapists
- Physicians Assistants
- Podiatrists
- Psychologists
- Veterinarians
- Retail Pharmacist
- Hospital Pharmacist
- Dentists by Speciality
  - Endodontics
  - General Practice
  - Oral and Maxillofacial
  - Surgery
  - Orthodontics
  - Periodontists
  - Dental Hygienists

### Segmenting Capabilities

We are able to target our physician respondents by:

- Demographics
  - Age
  - Gender
  - Graduation year (years in practice)
- Primary and secondary areas of speciality
- Type of practice
  - Office
  - Hospital
  - Research
  - Teaching
- And where such data is available (e.g. U.S.)
  - MD/DO
  - ICD9 Data
  - Prescribing Behaviour

# Toluna's Curizon™ Healthcare **Patient** Panel

The health and wellness panel has ailment conditions ranging from the most common conditions to the lowest in incidence audiences, including but not limited to the following conditions:

- Digestive conditions
- Men's health
- Cancer
- Allergy conditions
- Breathing conditions
- Eye, nose, throat
- Heart/blood conditions

## Toluna has created a series of special products and services to meet the needs of the healthcare industry

- **Individual Healthcare Professionals & Patients Panels**  
Highly targeted panels with the ability to also reach millions of global opt-in panellists via the wider Toluna online panel community
- **Custom Panels**  
Utilising Toluna's proprietary Panel Portal technology, Toluna can create bespoke long-term and short-term communities of healthcare professionals and patients
- **Pharmacy Intercept**  
Permitting us to reach very hard to locate patient groups
- **Pharmacy Audit**  
Enabling you to understand what happens to written prescriptions, including a focus on the influence of coverage and choice
- **Clinical Trials Recruitment**  
Utilising the vast reach of Toluna's global access to patients and their caregivers
- **International Rx Drug Naming**  
Assuring that proposed names will not be confused by prescribers or pharmacists
- **Government Approved Claims Research**  
Providing the assurance that results can be easily audited by objective third parties
- **Device Prototypes & Pack Tests**  
3D mock ups from design drawings or actual product packs for inclusion in user friendly and engaging surveys
- **Online ad tracking**  
Gain more insight than ever before in the success of your online pharmaceutical ad campaigns
- **Online Qualitative Bulletin Boards Software & Recruitment**  
Enabling geographically dispersed medical professionals, patients, and caregivers to interact at times that are convenient to them

## Why choose Toluna's Healthcare Group?

- Full range of service offerings
- Dedicated healthcare client service team
- Access to Medical Professionals and Patients around the globe
- Unique healthcare sector products
- Ability to adapt to ever-changing needs
- Highly engaged global respondent base
- High levels of customer satisfaction
- Specialised team of healthcare research experts ready to help

## Data Quality

As our industry matures and respondent needs change, we need to continue to evolve the way that we recruit and manage our online panellists. In response to the industry challenges surrounding data quality, Toluna has created its own Quality Data Programme and uses Duplicate Respondents Detection Technology™ to eliminate fraud and cheating. We continue to develop and refine our technology to ensure that we deliver quality data and service to our clients.



**For more information contact:** [healthcaregroup@toluna.com](mailto:healthcaregroup@toluna.com)  
**Tel: Europe** +44 (0) 79 1771 8064 **US:** +(1) 866 296 3049  
[www.toluna-group.com/healthcaregroup](http://www.toluna-group.com/healthcaregroup)