

ACCESS MEDICAL PROFESSIONALS, AILMENT SUFFERERS & CONSUMERS ALL IN ONE PLACE

Toluna's Healthcare Practice is a leading provider of healthcare and pharmaceutical research practitioners with access to physicians, pharmacists, nurses and medical professionals of all specialties, as well as ailment sufferers and consumers. The Practice is one of the leading providers of respondents, and applies a community approach to engagement. Below are the types of respondents Toluna provides;

MEDICAL PROFESSIONALS

Toluna provides access to a pre-identified, pre-screened and pre-qualified pool of global physicians, medical professionals, and more. We can conduct surveys amongst every medical specialty and our respondents are 100% validated. In addition to physicians, Toluna has assembled panels of other types of medical professionals, including Nurses, Pharmacists, Hospital Executives, Dentists, Optometrists, Veterinarians, Certified Diabetic Educators, and Payers/MCO's (Medical and Pharmacy Directors).

AILMENT SUFFERERS

The Ailment Sufferers panel has ailment conditions ranging from the most common conditions to the lowest incidence audiences. Our Pharmacy intercept capability enables us to target ailment sufferers as they fulfil prescriptions. Our approach to hard-to-reach patient segments is valuable, as a network of physicians perform the recruiting, screening and distribution of the research engagement. This helps to both identify and recruit difficult to reach groups, such as those who use a specific type of medication, or suffer from a specific ailment.

POINT-OF-CARE

Access hard-to-reach, ultra-rare patient groups that are typically unavailable through traditional recruitment efforts. We've tapped into a network of physicians who perform pre-screening, recruitment, and ultimately the distribution of research on our behalf. This type of approach enables us to find the most precise respondents, no matter how difficult they can be to reach.

PATIENT RECRUITING

Our unique, cross channel approach to member engagement provides real-time access to deeper respondent insight. Our community is well-profiled, and active. They are loyal, trustworthy and completely candid. We reach survey respondents across the globe and engage with them when and how they want. And when and how you want - in real-time. Our members provide us with information about themselves, their attitudes and behaviors. We have developed profiles that enable us to target respondents in real-time, but can also profile in real-time. We can survey about healthcare- related issues, general health and more.