

# POINT OF CARE RARE PATIENT RECRUITING

In today's evolving healthcare landscape, it's more critical than ever to engage with survey respondents in effective ways, and reach the precise audience you need for your research studies. Accessing hard-to-reach patient segments is easier than ever before with Toluna's point-of-care rare patient recruiting.

Rare and ultra-rare patient groups that are typically unavailable through traditional recruitment methods, can now be accessed through a network of physicians performing pre-screening, recruitment, and distribution of the research engagement. This approach yields increased access to valuable patient insights and feedback.

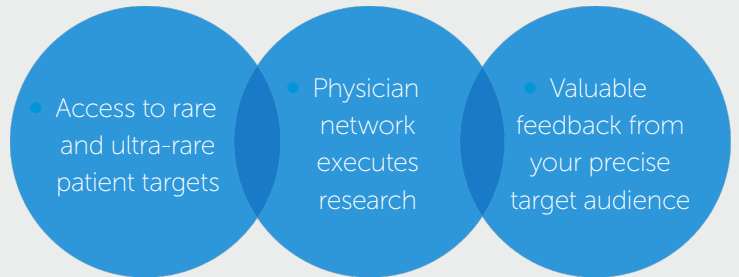
## Benefits of Point of Care Recruiting

Valuable resource for companies looking to conduct "needle in the haystack" research.

Prefield feasibility establishes reach before the project begins.

Network of physicians perform the prescreening, recruitment, and distribution of the research engagement in a controlled environment.

Provides engaged, physician-diagnosed feedback in a point-of-care setting.



## A Few Examples of Patients We Can Reach

