

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 global access to a pre-identified, pre-screened and pre-qualified pool of healthcare professionals across all facets of the healthcare landscape. We have access to conducting research wherever research is needed. In addition to physicians, Toluna has assembled panels of decision makers and influencers from areas such as Nurses, Pharmacists, Hospital Executives, Dental Professionals, Eye Care Professionals, Veterinarians, Certified Diabetic Educators, and multi methodology approaches to groups such as biomedical engineers, scientists, laboratory managers/directors and others.

- Age
- Gender
- Graduation Year
- MD/DO
- Primary & secondary areas of specialty
- Type of Practice
- Type of Physician
- Non-Physician Specialties
- Nurses
- Pharmacists - Retail/Hospital
- Hospital Executives
- Dentists
- Optometrists and opticians
- Veterinarians
- Certified Diabetic Educators
- Payers/MCOs (Medical and Pharmacy Directors)
- Purchasing/Procurement
- Nutritionists/Dieticians

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

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 fill 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.

- Health and medical areas that affect you, someone in your household, and/or someone you provide care for
- Allergies
- Breathing and respiratory conditions
- Cancer conditions
- Diabetes types
- Digestive conditions
- Eye/Ear/Nose/Throat conditions
- Heart/Blood conditions
- Immunological conditions
- Men's health conditions
- Neurological/Brain-related conditions
- Bone/Joint/Muscle conditions
- Skin conditions
- Sleep conditions
- Women's health conditions
- Medical devices

POINT OF CARE - Low Incidence Patient Recruiting

Toluna offers this methodology to capture rare to ultra rare patient groups that are typically unavailable through traditional recruitment efforts. This also enables our clients to find physician verified and diagnosed patients, as opposed to self reported when the need arises. 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.

CUSTOMERS

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.