



## CASE STUDY: LIST MATCH STUDIES

### BUSINESS CHALLENGE

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Our client wanted to interview a specific list of Primary Care Physicians and other general practitioners which included nurse practitioners, medical assistants and hospital per-sonnel. The list the client had contained hard-to-reach, high-prescribers of a specific drug. With a limited amount of contact information for the medical professionals, the client came to Toluna for a solution.

### SOLUTION

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Using Toluna's List Match service, we audited the client's list and matched the targeted respondents with medical professionals who were already members of the Curizon panel. These physicians and others were pre-opted-in to participate in online surveys and set up to receive honoraria through our "pay all" incentive structure.

### IMPACT

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The Toluna Curizon panel gave the client access to the exact respondents they were looking for, ensuring quality feedback through a process already familiar to the participating medical professionals. This group of hard-to-reach, high-prescribing physicians were reached easily using our list match service. By the end of the study, the client received quality data, delivered in real-time using TolunaAnalytics, from the exact group of medical professionals they were looking for. The Toluna Curizon panel ensured qualified, targeted and engaged respondents would participate in the study and ultimately deliver the information the client was looking for.

**Industry:** Healthcare

**Client Profile/Background:**

Use Toluna's Healthcare Practice to help you connect with hard-to-reach, high-prescribing physicians, and more! Toluna has a long history of conducting successful list match studies. More than 20% of our projects conducted each year are List Matches for our clients. Our multi-pronged matching process is built to maximize the number of matches delivered, yielding one of the best match rates in the industry.

Supplement your list of targeted physicians with others from our proprietary Curizon physician panel. Toluna ensures members of the Curizon panel are Qualified, Targeted and Engaged, whether reaching them through our list match service or other type of study design. Once matched, Toluna can interview physicians multimodally via online surveys, mobile device, and offline. We also offer qualitative interviewing using online chats and focus groups, as well as online communities. The Toluna Healthcare Practice is expert at meeting the unique needs of the Healthcare Market Research industry and can assist in providing clients with the information they're looking for, from targeted medical professionals, as well as ailment sufferers.

**Client:** Healthcare Research Specialist