



CASE STUDY: PHARMACY INTERCEPT

BUSINESS CHALLENGE

Our client needed to contact post-menopausal women who had been prescribed a certain prescription drug to gather feedback on the effectiveness and side effects of the prescription. Due to the low-incidence nature of the targeted respondents, the client knew it would be difficult to reach that target using a consumer panel, or even an ailment sufferers panel. With a tight timeline, the client needed another option.

SOLUTION

Using our Pharmacy Intercept product, respondents fitting very specific criteria were identified by pharmacists who are members of the Toluna network. Those ailment sufferers were asked to complete a 10-minute survey by their pharmacist, in real time as they were picking up their prescriptions.

IMPACT

The Toluna network of pharmacists made it possible to target a very specific group and obtain data in real-time. The client received extensive data concerning patient use of the prescription, its effectiveness and the occurrence of any side effects. No matter what type of low-incidence ailment sufferers you're targeting, The Toluna Healthcare Practice can reach them for you. Whether through our proprietary Ailment Sufferers panel, our consumer panel, or through our network of pharmacists and other medical professionals, Toluna has the ability to reach millions to meet your needs.

Industry: Healthcare

Client Profile/Background:

Toluna's Pharmacy Intercept gives clients access to low-incidence ailment sufferers through our Pharmacist Network. The Pharmacist Network is comprised of pharmacists that are members of Toluna's proprietary medical professionals panel.

These pharmacists can intercept target patients in real time as they're picking up their prescriptions, ensuring speed, accuracy and data reliability. Surveys are administered by the pharmacist on-location and can be executed multimodally using paper surveys, mobile, and more.

Client: Loyalty & Marketing Solutions Client

