

# Get More Than A Second Opinion

**Greenfield Online's Health Care Practice**



<http://www.greenfield-ciaosurveys.com/html/healthcare.htm>

# Quality Health Care Data

## The Next Medical Breakthrough

### Access To Important Information .....

Since 1994, Greenfield Online has served as the premier Internet survey solutions provider to the Health Care industry. Our Health Care Practice is truly a one-stop shop, able to deliver on your survey needs, no matter where in the world you need them. You can count on our global respondent access and local expertise. Benefit by working with a company that is truly global.

Our highly-specialized panels are made up of physicians, pharmacists, ailment sufferers and other Health Care professionals. We engage them so they feel comfortable and open to respond to even your most pressing survey questions.

We understand your need to access high-value Health Care respondents and the sensitive information they provide. Because there are such a limited number of qualified Health Care respondents, accurately targeting them is critical.



### Access To Physicians

Doctors, like their patients, respond better to Internet-based surveys than any other type and prefer to participate online because they can do so at their leisure. In addition to our proprietary panel, Greenfield Online has relationships with validated partners that give us access to 92% of practicing physicians in the US, across all medical specialities.



### Access To Pharmacists

Patients typically enter the pharmacy within 8 – 24 hours from the time of their doctor visit. We have unique services to capture their observations when they are recent and relevant. Pharmacy Intercept™ delivers feedback from the right patient or pharmacist, at the right time. Our pre-recruited panel of retail pharmacists interact with millions of patients around the globe who purchase prescription drugs through their pharmacies. Member pharmacists intercept certain targeted patients and invite them to take surveys in the pharmacy. We also can audit the results of written prescriptions, identifying the rates and causes of substitutions.



### Access To Ailment Sufferers

We give you access to the opinions of patients that matter most to you and your clients. Our panel of pre-identified respondents ranges from the most common conditions to the lowest incidence audiences. Through Greenfield Online, you'll have access to more than 900,000 pre-identified ailment sufferers, plus millions of opt-in panelists globally. This group is highly responsive to Internet-based surveys and will provide in-depth information about sensitive matters that would be impossible to gather via other methods.

# Superior Methodologies

## Member Communities

With our panel management capabilities and proprietary technologies, we are able to attract and retain thousands of Health Care respondents. We ask members to provide feedback on a series of questions and then we use these responses to efficiently route them to the surveys for which they best qualify. With these methodologies, we're also able to launch targeted creative campaigns, build specialty panel websites, design custom landing pages based on demographics and personalize communications with our panelists. Personalization lets us achieve better results because we attract survey takers who actually want to participate.

### Physician member portal



### Ailment sufferer member portal



## A Dedicated Health Care Practice

Health Care research studies not only require an expert knowledge of conditions and medications but also a unique understanding of the audience, from ailment sufferers to physicians. Our dedicated Health Care Practice has a deep understanding of both the marketing research community and the Health Care industry. We'll guide you all the way from project bid through survey execution to data delivery. What's more, we know the industry and can quickly and easily tell you what can be done within your time frame.



## Health Care Feasibility - Providing Accurate Timelines and Incidences

The universe of potential survey respondents is very limited which makes precise feasibility assessment extremely critical. Our Health Care Practice team uses an online feasibility tool to access demographic categories, i.e., medical specialty, type of practice, age and location of an individual, plus the harder-to-get details of a physician's practice. More specifically, we can look at prescription data, including level of activity within a therapeutic class broken out into quintiles or deciles. We can also look at frequency of treating specific health problems as defined in ICD (International Classes of Diseases) and procedures performed data (as defined in CPT or Current Procedure Terminology).

Our ability to provide you with this level of detail and accuracy will ensure that you are meeting your research objectives.



## Health Care Data You Can Act On

At Greenfield Online, we understand your need to access key Health Care respondents and the sometimes delicate information they can provide. We help you reach these high-value panel members in a way that actually entices them to respond.

Our goal is to bring you usable information. Data you can act on from around the globe. With our Health Care Practice, you will obtain the insights you need to skillfully manage your business. Contact us with your project today.

To learn more, visit us on the web at  
<http://www.greenfield.com/healthcare.htm>



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