

Healthcare

Panel book

toluna*





**Access medical
professionals, healthcare
decision makers, ailment
sufferers and consumers
all in one place.**

Toluna has been providing healthcare and pharmaceutical research companies with access to physicians, pharmacists, nurses and medical professionals of all specialties, as well as ailment sufferers since 2000. Toluna is one of the leading providers of access to specialty respondents and applies many of the same principles used for the company's **30+ million member consumer community** to healthcare respondents. Toluna is a leading provider in on-demand, real-time digital consumer insights with a focus on innovation in research technology.



Global respondent access real-time respondent targeting.

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. Access a pre-identified, pre-screened and highly qualified pool of global physicians, medical professionals and more. PLUS interview consumers with ailment conditions ranging from the most common conditions to the rarest of diseases.

Specialized Study Designs:

- ▶ Quick-turn insights
- ▶ Patient chart audit
- ▶ List match studies
- ▶ Government approved claims research
- ▶ Clinical trial recruitment
- ▶ Device prototypes & pack tests
- ▶ Online ad testing
- ▶ Branded panel communities
- ▶ Cutting-edge study designs

Member profiles

Toluna gives you access to a pre-identified, pre-screened and highly qualified pool of global respondents. Count on Toluna for the ability to survey within every medical specialty with validated and engaged respondents. In addition to physicians, Toluna offers access to other types of medical professionals, including Nurses, Pharmacists, Hospital Executives, Certified Diabetic Educators, and Payers/MCOs (Medical and Pharmacy Directors), and more!

Toluna's consumer health and wellness data includes member profiles for ailment conditions ranging from the most common conditions to the rarest of diseases. Our Pharmacy Intercept capability enables us to target ailment sufferers as they fulfill prescriptions. Our approach to rare 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.



Example profile data gathered by toluna:

Medical Professionals

- ▶ Age
- ▶ Gender
- ▶ Years in Practice
- ▶ MD/DO
- ▶ Board Certification
- ▶ Prescribing behavior
- ▶ Primary & secondary areas of specialty
- ▶ Type of Practice
- ▶ Type of Physician
- ▶ Health and Medical Areas
- ▶ Non-Physician Specialties:
 - Nurses*
 - Pharmacists - Retail/Hospital
 - Hospital Administrators
 - Dental Professionals
 - Optometrists and opticians
 - Veterinarians
 - Certified Diabetic Educators
 - Payers/MCOs (Medical and Pharmacy Directors)
 - Purchasing/Procurement
 - Nutritionists/Dieticians
- ▶ *specialty setting known for 80%+

Consumer Health & Wellness

- ▶ Healthcare insurance provider
- ▶ Health and medical areas that affect you
- ▶ Health and medical areas that affect someone in your household
- ▶ Health and medical areas that you provide care for allergies
- ▶ Food allergies
- ▶ Breathing and respiratory conditions
- ▶ Cancer conditions
- ▶ Diabetes types
- ▶ Insulin types
- ▶ Insulin frequency
- ▶ Digestive conditions
- ▶ Eye/Ear/Nose/Throat conditions
- ▶ Heart/Blood conditions
- ▶ Immunological conditions
- ▶ Men's health conditions
- ▶ Mental health and behavior conditions
- ▶ Neurological/Brain-related conditions
- ▶ Bone/Joint/Muscle conditions
- ▶ Physical appearance conditions
- ▶ Sexual health conditions
- ▶ Skin conditions
- ▶ Sleep conditions
- ▶ Weight conditions
- ▶ Women's health conditions
- ▶ Medical devices you use
- ▶ Medical devices used by someone in your household
- ▶ Medical devices used by someone you provide care for
- ▶ Vision/Eye conditions



Global physician capabilities



North America

South America

Europe

Specialization	United States	Canada	Brazil	Mexico	United Kingdom	France	Germany	Italy	Spain
General Practitioners	00	00	00	00	00	00	00	00	00
Cardiologists	00	50+	00	00	00	00	00	00	00
Dermatologists	00	<50	00	50+	00	00	00	00	00
Endocrinologists	00	<50	00	50+	00	00	50+	00	00
Gastroenterologists	00	<50	50+	50+	00	00	00	00	00
Nephrologists	00	<50	50+	<50	50+	00	50+	00	00
Neurologists	00	<50	00	50+	00	00	00	00	00
OB/GYNs	00	50+	00	00	00	00	00	00	00
Oncologists	00	50+	00	50+	00	00	00	00	00
Ophthalmologists	00	<50	00	50+	00	00	00	00	00
Orthopedists	00	<50	00	50+	00	00	00	00	00
Pediatricians	00	<50	00	00	00	00	00	00	00
Psychiatrists	00	50+	00	50+	00	00	00	00	00
Pulmonologists	00	<50	50+	<50	00	00	00	00	00
Radiologists	00	50+	50+	50+	00	00	00	00	00
Rheumatologists	00	<50	50+	<50	00	00	50+	00	00
Surgeons	00	50+	00	00	00	00	00	00	00
Urologists	00	<50	50+	50+	00	00	00	00	00
Rheumatologists	00	00	00	00	00	00	00	00	00
Surgeons	00	00	00	00	00	00	00	00	00
Urologists	00	00	00	00	00	00	00	00	00

Global physician capabilities



Asia Pacific (APAC)

Specialization	Singapore	Malaysia	Thailand	India	Hong Kong	China	Japan	Korea	Australia	New Zealand	Indonesia	Taiwan	Philippines	Taiwan
General Practitioners	50+	00	00	00	50+	00	50+	00	00	50+	00	00	00	00
Cardiologists	<50	00	00	00	<50	00	50+	50+	<50	<50	50+	50+	00	50+
Dermatologists	<50	00	00	00	<50	00	50+	00	<50	<50	00	50+	00	00
Endocrinologists	<50	00	00	00	<50	00	<50	50+	<50	<50	00	50+	00	50+
Gastroenterologists	<50	50+	50+	00	<50	50+	<50	00	<50	<50	50+	50+	50+	<50
Nephrologists	<50	<50	50+	50+	<50	<50	<50	50+	<50	<50	50+	50+	50+	<50
Neurologists	<50	<50	50+	50+	<50	<50	<50	00	<50	<50	50+	50+	50+	<50
OB/GYNs	<50	00	00	00	<50	00	50+	00	<50	<50	00	50+	00	50+
Oncologists	<50	50+	00	00	<50	00	<50	50+	<50	<50	00	50+	00	50+
Ophthalmologists	50+	00	00	00	50+	00	50+	50+	50+	<50	00	00	00	00
Orthopedists	<50	50+	50+	50+	<50	00	50+	00	50+	<50	00	50+	50+	50+
Pediatricians	<50	00	00	00	<50	00	50+	00	<50	<50	00	00	00	00
Psychiatrists	<50	50+	50+	50+	<50	00	<50	50+	<50	<50	50+	50+	50+	50+
Pulmonologists	<50	50+	50+	50+	<50	50+	<50	50+	<50	<50	50+	<50	50+	50+
Radiologists	<50	<50	50+	50+	<50	00	<50	50+	<50	<50	00	50+	50+	<50
Rheumatologists	<50	50+	00	00	<50	00	<50	50+	<50	<50	00	50+	00	50+
Surgeons	<50	50+	00	00	<50	00	<50	00	<50	<50	00	50+	00	50+
Urologists	<50	50+	00	00	<50	50+	<50	50+	<50	<50	00	50+	00	50+
Rheumatologists	00	00	00	00	00	00	00	00	50+	50+	00	00	00	00
Surgeons	00	00	00	00	00	00	00	00	50+	50+	00	00	00	00
Urologists	50+	00	00	00	00	00	00	00	50+	50+	00	00	00	00

30.6m highly-engaged consumers across 70 markets



Nth Amercia

9.7m+

Members

Sth America

1.6m+

Members

EMEA

8.3m+

Members

MENA

513,017

Members

APAC

10.4m+

Members

Nth America

Canada	475,284
Mexico	1,535,840
United States	7,937,715

Sth America

Argentina	176,300
Brazil	1,049,886
Chile	76,620
Colombia	209,328
Ecuador	12,063
Paraguay	1,202
Peru	72,411
Uruguay	3,844
Venezuela	16,124

EMEA

Austria	83,987
Belgium	140,961
Bulgaria	10,763
Czech Republic	45,119
Denmark	76,519
Finland	50,570
France	814,429
Germany	905,014
Greece	77,551
Hungary	74,259
Ireland	71,096
Italy	570,817
Kenya	16,342
Latvia	2,911
Lithuania	3,450

Netherlands	280,906
Nigeria	22,541
Norway	57,588
Poland	372,862
Portugal	76,433
Romania	38,483
Russian Federation	1,052,104
Slovakia	14,651
South Africa	181,345
Spain	581,605
Sweden	139,355
Switzerland	45,420
Turkey	644,613
Ukraine	18,965
United Kingdom	1,848,725

MENA

Egypt	199,869
Morocco	129,476
Saudi Arabia	119,470
UAE	74,202

APAC

Australia	691,296
China	3,781,560
Hong Kong SAR, China	59,931
India	740,582
Indonesia	697,102
Japan	1,099,119
Korea	402,863
Malaysia	354,854
New Zealand	52,627
Pakistan	94,402
Philippines	636,043
Singapore	113,165
Taiwan, China	414,779
Thailand	757,285
Vietnam	507,507



Learn more about
real-time consumer insights at:
tolunacorporate.com

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