

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	200+	200+	200+	200+	200+	200+	200+	200+	200+
Cardiologists	200+	50+	200+	100+	100+	200+	200+	200+	100+
Dermatologists	200+	<50	100+	50+	100+	100+	100+	100+	100+
Endocrinologists	200+	<50	100+	50+	100+	100+	50+	100+	100+
Gastroenterologists	200+	<50	50+	50+	100+	200+	100+	100+	100+
Nephrologists	200+	<50	50+	<50	50+	100+	50+	100+	100+
Neurologists	200+	<50	100+	50+	100+	100+	200+	200+	100+
OB/GYNs	200+	50+	200+	100+	100+	200+	200+	200+	200+
Oncologists	200+	50+	100+	50+	100+	100+	100+	100+	100+
Ophthalmologists	200+	<50	100+	50+	100+	100+	100+	100+	100+
Orthopedists	200+	<50	100+	50+	100+	100+	100+	100+	100+
Pediatricians	200+	<50	100+	200+	200+	100+	200+	200+	200+
Psychiatrists	200+	50+	100+	50+	200+	200+	200+	200+	200+
Pulmonologists	200+	<50	50+	<50	100+	100+	100+	100+	100+
Radiologists	200+	50+	50+	50+	100+	200+	100+	100+	100+
Rheumatologists	200+	<50	50+	<50	100+	100+	50+	100+	100+
Surgeons	200+	50+	100+	100+	200+	100+	200+	100+	100+
Urologists	200+	<50	50+	50+	100+	100+	100+	100+	100+
Pharmacists	200+	200+	100+	100+	200+	200+	200+	200+	200+
Nurses	200+	200+	100+	100+	200+	200+	200+	200+	200+
Dentists	200+	200+	100+	100+	200+	200+	200+	200+	200+

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+	200+	200+	200+	50+	200+	50+	200+	100+	50+	200+	100+	200+	00
Cardiologists	<50	100+	100+	100+	<50	100+	50+	50+	<50	<50	50+	50+	100+	50+
Dermatologists	<50	100+	100+	100+	<50	100+	50+	100+	<50	<50	200+	50+	100+	00
Endocrinologists	<50	100+	100+	100+	<50	100+	<50	50+	<50	<50	200+	50+	100+	50+
Gastroenterologists	<50	50+	50+	100+	<50	50+	<50	100+	<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	100+	<50	<50	50+	50+	50+	<50
OB/GYNs	<50	100+	100+	100+	<50	100+	50+	200+	<50	<50	200+	50+	100+	50+
Oncologists	<50	50+	100+	100+	<50	100+	<50	50+	<50	<50	200+	50+	100+	50+
Ophthalmologists	50+	100+	100+	200+	50+	200+	50+	50+	50+	<50	200+	100+	200+	00
Orthopedists	<50	50+	50+	50+	<50	100+	50+	100+	50+	<50	100+	50+	50+	50+
Pediatricians	<50	100+	100+	200+	<50	200+	50+	100+	<50	<50	200+	100+	200+	00
Psychiatrists	<50	50+	50+	50+	<50	100+	<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	100+	<50	50+	<50	<50	200+	50+	50+	<50
Rheumatologists	<50	50+	100+	100+	<50	100+	<50	50+	<50	<50	100+	50+	100+	50+
Surgeons	<50	50+	100+	100+	<50	100+	<50	100+	<50	<50	100+	50+	100+	50+
Urologists	<50	50+	100+	100+	<50	50+	<50	50+	<50	<50	100+	50+	100+	50+
Pharmacists	100+	200+	200+	200+	100+	200+	100+	200+	50+	50+	200+	200+	200+	200+
Nurses	100+	200+	200+	200+	100+	200+	100+	200+	50+	50+	200+	200+	200+	200+
Dentists	50+	200+	200+	200+	100+	200+	100+	200+	50+	50+	200+	100+	200+	100+

30.6m highly-engaged consumers across 70 markets



North America

9.7m+

Members

South 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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