



Healthcare Panel Book



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.

To create an audience-appropriate, accurate methodology statement for each of our AI-based capabilities and solutions, we first create what we call an AI Model Trust Card for each AI model underneath the hood of each capability or solution. The intended audience for our AI Model Trust Cards is AI subject matter experts/champions within client organizations – experts who often do the initial and more detailed vetting of new capabilities or solutions. From these, we create a slimmed down AI Methodology Statement – consistent with industry guidelines for methodology statements – for more general use in client proposals and reports.



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+	200+	200+	200+	200+	200+	200+

Global physician capabilities



Asia-Pacific (APAC)

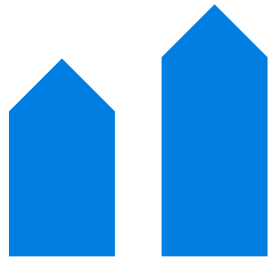
Specialization	Singapore	Malaysia	Thailand	India	Hong Kong	China	Japan	Korea	Australia	New Zealand	Indonesia	Taiwan	Philippines	Taiwan
General Practitioners	50+	200+	200+	200+	50+	200+	50+	200+	100+	50+	200+	100+	200+	00
Cardiologists	<50	100+	100+	100+	<50	100+	50+	50+	<50	<50	50+	50+	100+	50+
Dermatologists	<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+

79m+

Highly engaged consumers across 70+ markets



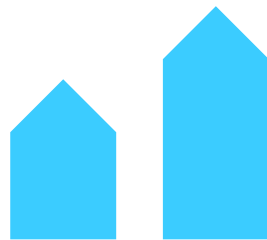
North America
19.4m+
Members



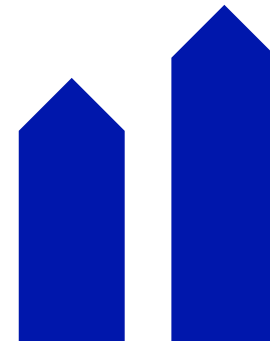
Latin America
8.4m+
Members



Europe
18.6m+
Members



Asia-Pacific
30.1m+
Members



Middle East & Africa
2.5m+
Members





North America

Canada	1.361.139
Mexico	2.080.079
United States	18.062.778

Latin America

Argentina	540.322
Brazil	4.607.977
Chile	431.681
Colombia	576.242
Ecuador	5.407
Uruguay	1.555
Peru	143.135
Venezuela	1.417

Europe

Austria	93.017
Belgium	223.951
Bulgaria	33.208
Czech Republic	87.915
Denmark	90.701
Finland	73.795
France	3.605.924
Germany	3.125.625
Greece	76.598

Europe (Cont.)

Finland	73.795
France	3.605.924
Germany	3.125.625
Greece	76.598
Hungary	69.670
Ireland	223.440
Italy	1.575.730
Kenya	43.091
Latvia	6.990
Lithuania	19.821
Netherlands	549.280
Nigeria	88.268
Norway	71.139
Poland	714.287
Portugal	105.142
Romania	87.939
Russian Federation	1.385.192
Slovakia	33.637
South Africa	595.224
Spain	1.604.605
Sweden	218.715
Switzerland	176.727
Turkey	598.513
Ukraine	20.724
United Kingdom	4.300.306

EMEA

Egypt	245.924
Morocco	45.830
Saudi Arabia	354.328
UAE	357.945

APAC

Australia	1.177.488
China	4.312.005
Hong Kong SAR, China	209.190
India	5.445.420
Indonesia	2.026.008
Japan	9.005.314
Korea	2.129.600
Malaysia	766.084
New Zealand	119.160
Pakistan	83.189
Philippines	1.169.289
Singapore	539.099
Taiwan, China	548.246
Thailand	1.319.933
Viet Nam	1.177.024





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

