research now™

U.S. Healthcare Research
a more thorough examination

Experience the clarity and precision of our multi-mode healthcare panels

Research Now has earned a reputation for high-quality, deeply profiled panels. Our healthcare panels are no different. We offer a variety of services that help our clients get the healthcare research solutions they need.

U.S. Physician Panel

- Stringent verification
- Access to >95% of U.S. physician market
- Over 250 sub-specialties profiled
- e-mail, fax, direct mail, phone

Healthcare Professional Panel

- Comprised of hard-to-reach targets
- Hospital executives, nurses, pharmacists, administrators, etc.
- Over 250 sub-specialties profiled
- e-mail, fax, direct mail, phone

Consumer Ailment Panel

- Over 2 million profiled panelists
- 18+ therapeutic areas
- 100+ ailments (sufferer, household, caregiver)
- e-mail, direct mail

Physician and Healthcare Professional Panels

Research Now has purchased and licensed key association and governmental databases that verify a physician's practicing status. These verification resources include the Drug Enforcement Agency number (DEA#) and the American Medical Association (AMA) Medical Education Number (ME#). These resources, combined with our standard verification processes, ensure the validity of your physician market research.

Dedication and Experience

Understanding the unique challenges of healthcare research, we have established a team of experienced professionals that are dedicated specifically to managing your healthcare projects. Our healthcare project managers are motivated and creative, and have a proven ability to deliver complex projects.

Speed of Online and the Power of Offline

Utilizing a multi-mode approach, we combine e-mail, fax, and direct mail to recruit physicians to participate in your online surveys. This approach provides the speed of online with a greater reach into the U.S. physician market. Average-size projects can recruit physicians into a study within five business days. Large, complex projects can obtain survey responses from up to 15% of a specific market inside of three weeks.

Reach

Reaching the physician market can be difficult; however, we have access to more than 95% of all U.S. physicians, which allows us to survey up to 15% of the total market segment.

Access to All U.S. Physicians

By Mode of Invitation

E-Mail **10%**

Fax **62%**

Direct Mail **95%**

Physician and Healthcare Professional Panel

Physician Specialty and Sub-Specialty Target Selects

Abdominal Surgery
Academic Medicine
Addiction Medicine
Administrative Medicine
Adolescent Gynecology
Adolescent Medicine
Adolescent Psychiatry
Aerospace Medicine
Allergy
Allergy & Immunology
Alternative Medicine
Ambulatory Care
Anatomic Pathology
Anatomic/Clinical Pathology
Anesthesia Critical Care
Anesthesiology
Anesthesiology: Pain Management
Anti-Aging Medicine
Aviation Medicine
Bariatrics (Weight Loss)
Behavioral Medicine
Blood Banking
Bone Marrow Transplant
Bronchoesophagology
Burn Medicine
Cardiac Electrophysiology
Cardiac Perfusion
Cardiology (Heart)
Cardiothoracic Surgery
Cardiovascular Surgery
Cataracts
Chemical Pathology
Chest Medicine
Child & Adolescent Psychiatry
Child Neurology
Chiropractic Neurology
Clinic or Group Practice
Clinical & Laboratory Immunology
Clinical Neurophysiology
Clinical Nutrition
Clinical Pathology
Clinical Pharmacology
Clinical Psychology
Clinical Research
Colon & Rectal Surgery
Complimentary & Integrative Medicine
Cornea Specialist
Cornea Transplant
Cosmetic Surgery
Critical Care Medicine
Critical Care Medicine (Internal Medicine)
Critical Care Medicine (Neurological Surgery)
Critical Care Surgery
Cutaneous Oncology
Cytopathology
Dental Surgery
Dermatology
Dermatology Pathology
Dermatopathology
Diabetes
Diagnostic Radiology
Diving Medicine
DNA Testing
Electrodiagnostic Medicine
Emergency Medicine
Endocrine Surgery
Endocrinology
Endocrinology Diabetes & Metabolism
Environmental Medicine
Facial Plastic Surgery
Family Planning
Family Practice
Family Practice Geriatrics
Family Practice Sports Medicine
Fertility Care
Foot & Ankle Surgery
Forensic Pathology
Forensic Psychiatry
Gastroenterology
General Practice
General Preventive Medicine
General Surgery
Genetics
Geriatric Psychiatry
Geriatrics (Elderly)
Glaucoma
Gynecological Oncology
Gynecology
Gynecology (Osteopaths)
Hair Transplantation
Hand Surgery
Hand Surgery: Orthopedic Surgery
Head & Neck Surgery
Hematology (Blood)
Hematology Oncology
Hepabiliary Surgery
Hepatology (Liver)
Holistic Medicine
Homeopathic Medicine
Hospice & Palliative Medicine
Hyperbaric Medicine
Immunology
Immunopathology
Infectious Disease
Infertility/Reproductive Medicine
Institutional Medicine
Intensivist (ICU)
Internal Medicine
Internal Medicine/LAB
Internal Medicine: Geriatrics
Internal Medicine: Neurology
Internal Medicine: Pediatrics
Interventional Cardiology
Interventional Neuroradiology
Interventional Radiology
Joint Replacement
Kinesiologist
Laparoscopic Surgery
LASIK Surgery (Laser Vision Correction)
Legal Medicine
Liver Transplantation
Magnetic Resonance Imaging (MRI)
Mammography
Managed Care Executives
Maternal & Fetal Medicine
Maxillofacial Surgery
Medical Genetic Pathology
Medical Genetics
Medical Management
Medical Oncology
Medical Toxicology
Medical Toxicology (Pediatrics)
Mohs Micrographic Surgery
Molecular Genetic Pathology
Molecular Pathology
Molecular Pharmacology
Musculo Oncology Surgery
Musculoskeletal Radiology
Naturopathic Medicine
Neonatal Perinatal Medicine
Neoplastic Diseases
Nephrology (Kidneys)
Neuroanesthesiology
Neurological Surgery
Neurology (Nervous System)
Neurology Oncology
Neurology: Child
Neurology: Clinical Neurophysiology
Neurology: Physical Medicine & Rehabilitation
Neuro-Ophthalmology
Neuropathology
Neurophysiology
Neuroradiology
Neurosurgery
Neurosurgery Critical Care
Neurotology
Neurovascular Surgery
Nuclear Medicine
Nuclear Radiology
Nutrition
OB/GYN: Maternal & Fetal Medicine
Obstetrical Anesthesiology
Obstetrics
Obstetrics & Gynecology (OB/GYN)
Obstetrics (Osteopaths)
Obstetrics/Gynecology: Gynecologic Oncology
Obstetrics/Gynecology: Reproductive Endocrinology
Occupational Medicine
Oncology (Tumors/Cancer)
Oncology Musculoskeletal
Oncology Surgery
Oncology: Neoplastic Disease
Ophthalmic Genetics
Ophthalmic Pathology
Ophthalmic Plastic Surgery
Ophthalmology (Eyes/Vision)
Ophthalmology: Pediatrics
Orthomolecular Medicine (Mental Health)
Orthopedic Adult Reconstructive Surgery
Orthopedic Sports Medicine
Orthopedic Surgery
Orthopedic Surgery of the Spine
Orthopedic Surgery: Pediatric

Orthopedics: Non-Surgery
Osteopathic Medicine
Otolaryngology (Ear/Throat)
Otology
Otology/Laryngology/Rhinology (Osteopaths)
Otology: Neurotology
Otorhinolaryngology (ENT)
Pain Management
Palliative Medicine
Pathology (Diseases)
Pathology Cytopic
Pathology Surgery
Pathology: Anatomic/Clinical
Pathology: Cytopathology
Pediatric: Adolescent Medicine
Pediatric: Allergy & Immunology
Pediatric: Anesthesiology
Pediatric: Behavioral & Development
Pediatric: Cardiology
Pediatric: Clinical & Laboratory Immunology
Pediatric: Critical Care
Pediatric: Critical Care Medicine
Pediatric: Dermatology
Pediatric: Diabetes
Pediatric: Endocrinology
Pediatric: Gastroenterology
Pediatric: Hematology Oncology
Pediatric: Infectious Diseases
Pediatric: Internal Medicine
Pediatric: Neonatal-Perinatal Medicine
Pediatric: Nephrology
Pediatric: Neurology
Pediatric: Neurosurgery
Pediatric: Ophthalmology
Pediatric: Optometry
Pediatric: Orthopedics
Pediatric: Otolaryngology
Pediatric: Pathology
Pediatric: Podiatry
Pediatric: Pulmonology
Pediatric: Radiology
Pediatric: Rheumatology
Pediatric: Sports Medicine
Pediatric: Surgery
Pediatric: Toxicology
Pediatric: Urology

Pediatrics (Children)
Perfusion
Peripheral Vascular Disease or Surgery
Pharmacology: Diagnostic/ Therapeutic
Pharmacology: Optometric
Pharmacology: Clinical
Physical Medicine & Rehabilitation
Physiology
Plastic Surgery
Plastic Surgery: Hand Surgery
Podiatric Medicine and Surgery
Podiatric Orthopedics
Post-Polio Sequelae
Preventive Medicine
Preventive Medicine: Aerospace Medicine
Preventive Medicine: Occupational Medicine
Preventive Medicine: Public Health
Psychiatry (Mental Health)
Psychiatry & Neurology
Psychiatry & Neurology (Osteopaths)
Psychiatry: Addiction
Psychiatry: Child & Adolescent
Psychiatry: Forensic
Psychiatry: Geriatric
Psychiatry: Neurology
Psychoanalysis
Psychopathology
Psychopharmacology
Public Health Medicine
Pulmonary Critical Care Medicine
Pulmonary Disease
Radiation Oncology
Radioactive Pathology
Radioisotopic Pathology
Radiology (X-Rays)
Radiology: Musculoskeletal
Radiology: Neuroradiology
Radiology: Nuclear
Radiology: Therapeutic
Radiology: Ultrasound
Radiology: Vascular & Interventional
Reconstructive Orthopedic Surgery
Reconstructive Surgery
Refractive Surgery

Reproductive Endocrinology
Respiratory Therapy
Retina/Vitreous Specialist
Rheumatology (Joints/Arthritis)
Rhinology
Roentgenology and Radiology (Osteopaths)
Rural Medicine
Scoliosis
Selective Pathology
Sexual Medicine
Sleep Medicine
Speech Language Pathology
Spinal Surgery
Sports Medicine: Emergency Medicine
Sports Medicine: Family Practice
Sports Medicine: Internal Medicine
Sports Medicine: Orthopedic Surgery
Sports Medicine: Physical Medicine & Rehabilitation
Sports Medicine: Surgery
Stereotactic Surgery
Surgery: Abdominal
Surgery: Cardiothoracic
Surgery: Cardiovascular
Surgery: Colon & Rectal
Surgery: Critical Care Medicine
Surgery: Cutaneous Micrographic
Surgery: Facial Plastic
Surgery: General
Surgery: General Vascular
Surgery: Genito-Urinary
Surgery: Gynecologic
Surgery: Hand
Surgery: Head & Neck
Surgery: Neurological
Surgery: Ophthalmologic
Surgery: Orthopedic
Surgery: Spinal
Surgery: Thoracic
Surgical Oncology
Therapeutic Radiological Physicist
Thoracic Medicine
Thoracic Surgery
Transfusion Medicine
Transitional Year
Transplant Cardiology
Transplant Hepatology

Transplant Nephrology
Transplant Pulmonology
Transplant Surgery
Transplantation: Ophthalmologic
Transplantation Medicine
Transplantation: Bone Marrow
Traumatic Surgery
Travel Medicine
Urgent Care
Urogynecology
Urology
Vascular & Interventional Radiology
Vascular Surgery

Healthcare Professional Selects

Certified Diabetes Educator
Chiropractor
Dental Assistant
Dental Hygienist
Dentist
Dietician
Hospital Managers (By Title)
Marriage & Family Therapist
Medical Administrators
Nurse (By Specialty)
Nurse (CNM)
Nurse (Other)
Nurse (RN)
Nurse Anesthetist
Nurse Practitioner (NP)
Nutritionist
Occupational Therapist
Optometrist
Pharmacist
Physical Therapist
Physical Therapy Assistant
Physician Assistant
Podiatrist
Psychologist
Radiology Technician
Respiratory Therapist
Social Worker
Speech and Hearing Therapist
Veterinarian

Consumer Ailment Panel

Research Now uses detailed targeting information to identify: what diseases and ailments our panel members suffer from; what drugs they take; whether household members have specific ailments or take specific prescription drugs; or whether they are a caregiver of an ailment sufferer.

We designed our profiling to cover the top 500 selling and top 200 marketed prescription drugs.

Reach

Through continuous profiling of our panel, we can reach the tough healthcare audiences. Below are some of the diverse projects our Consumer Ailment Panel can deliver:

- Hemophiliacs or their caregivers
- Cancer patients/caregivers taking Procrit for chemotherapy-related anemia
- AIDS/HIV patients/caregivers
- Crohn's patients
- Narcoleptics

Recency

We are committed to continually updating and growing our Consumer Ailment Panel to ensure that we have the targets you need. Our panel members frequently update their profiles, so you can be assured that we are using today's targeting, not last year's.

Consumer Ailment Panel

Ailment Category Targeting (Household Information)

Allergy, Asthma, or Respiratory Ailments
Blood Disorders
Bone or Joint Conditions
Cancer or Cancer-Related
Chronic Pain (Head/Joint/Muscular)
Diabetes & Thyroid Conditions
Eye or Vision Impairments
Heart or Cardiovascular Conditions
High Cholesterol
Hypertension
Infectious Diseases
Kidney or Bladder Problems
Men's Health Conditions
Neurological or Mental Health Conditions
Skin Conditions
Sleep Disorders
Stomach, Bowel, or Digestion Problems
Women's Health Issues

Ailment Targeting (Individual Sufferer, Household, and Caregiver)

Rx Targeting (Inquire for more information)

Acne
ADD/ADHD
AIDS/HIV
Allergies
Alzheimer's
Anemia
Angina
Anxiety
Arrhythmia
Arthritis (Large Joint)
Arthritis (Osteo)
Arthritis (Psoriatic)
Arthritis (Rheumatoid)
Asthma
Baldness
Benign Prostatic Hyperplasia (BPH)
Bipolar Disorder
Cancer: Breast
Cancer: Colorectal
Cancer: Kidney
Cancer: Lung
Cancer: Other
Cancer: Ovarian
Cancer: Prostate
Chronic Obstructive Pulmonary Disease
Cold Sores
Congestive Heart Failure
Constipation
Coronary Artery Disease
Crohn's Disease
Cystic Fibrosis
Deep Vein Thrombosis
Depression
Diabetes: Type 1
Diabetes: Type 2
Dry Eyes
Dry Skin
Eczema
Endometriosis
Epilepsy
Erectile Dysfunction
Fibromyalgia
Genital Herpes
GERD/Acid Reflux
Glaucoma
Gout
Hearing Loss
Heart Attack
Heart Disease
Heart Failure
Heartburn: 1 x per week or less
Heartburn: 2 - 4 x per week
Heartburn: 5 x per week or more
Heavy Periods
Hemophilia
Hepatitis
High Eye Pressure
Hypertension
Hyperthyroidism
Hypothyroidism
Hypoactive Sexual Desire Disorder (HSDD)
Incontinence
Insomnia
Irritable Bowel Syndrome (IBS)
Kidney Disease/Renal Failure
Menopause
Migraines
Multiple Sclerosis
Myocardial Infarction
Nail Fungus
Narcolepsy
Obesity
Organ Transplant
Osteoporosis
Overactive Bladder/ Urge Incontinence
Parkinson's Disease
Peripheral Arterial Disease
Psoriasis
Restless Legs Syndrome
Rosacea
Schizophrenia
Seizures
Shingles
Sjögren's Syndrome (Dry Mouth)
Sleep Apnea
Stroke
Ulcers
Urinary Tract Infections
Yeast Infections
Other Allergy, Asthma, or Respiratory Ailment
Other Blood Disorder
Other Bone or Joint Condition
Other Cancer Condition
Other Chronic Pain Condition
Other Diabetes or Thyroid Condition
Other Eye or Vision Impairment
Other Heart Condition
Other Infectious Disease
Other Kidney or Bladder Problem
Other Men's Health Condition
Other Neurological or Mental Health Condition
Other Skin Condition
Other Sleep Disorder
Other Stomach, Bowel, or Digestion Problem
Other Women's Health Issue

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