

paneldirect
online

**Patient & Medical Professional
US Online Panel**



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***Over 500K
validated US
online double
opt-in panelists
motivated
to share their
opinions in
research!***

Since 2003, Panel Direct (Formerly Focus Forward Online) has provided superior quality, targeted, high response online panelists for all types of research. Our panel is rapidly becoming the first choice for all US based studies where targeting and robust responses are a key element of the research.

Providing high value audiences, we collect hundreds of data points and get right to the perfect research participant with speed and accuracy.

Ensuring Your Success

We offer quite a few services throughout the research lifecycle that are unique. Starting right from our call center recruiting process and ending with how we incentivize panelists, we are:

- Mixed Mode Panel Recruitment
- Our call center is the backbone of our panel building and supplemented by traditional online advertising methods
- Validated Panel – First Name, Last Name & Physical Address
- Incentive checks/rewards mailed to a physical address ensures that panelists are who they say they are; just another layer in our commitment to data quality
- Dedicated Project Management from our Research Professionals
- High Quality Sample
- Programming & Hosting

950 West Valley Road, Suite 2700
Wayne, PA 19087

P: 215.367.4100 F: 610.964.0345
www.paneldirectonline.com



PATIENT & CAREGIVER TARGETING THAT IS SECOND TO NONE...

Panel Direct targets patients and much more! We don't stop at just the patient. We go direct to the caregivers including those who live in the same household as the patient and patients who live outside of the house. In addition to individual sufferers, we also target whether a child in the household has an ailment. Panel Direct will be there every step of the way to ensure your project is a success.

ALLERGIES

Airborne Allergies
Asthma
Bronchitis
Chronic Obstructive Pulmonary Disease (COPD)
Cystic Fibrosis
Emphysema
Food Allergies
Hay Fever
Pleurisy
Sinus Infections

BONE/JOINT CONDITIONS

Osteoarthritis
Osteoporosis
Rheumatoid Arthritis

CARDIOVASCULAR DISORDERS

Anemia
Angina
Arrhythmia
Congestive Heart Failure
Hemophilia
High Cholesterol
Hypertension (High Blood Pressure)
Hypotension (Low Blood Pressure)
Myocardial Infarction (Heart Attack)
Stroke

DENTAL CONDITIONS

Gingivitis
Sensitive Teeth Gums
Tooth Decay

DEPENDENCIES

Alcoholism
Drug Addiction
Cigarettes/Tobacco

DIABETIC CONDITIONS

Adult Onset
Gestational
Hyperglycemia
Hypoglycemia
Juvenile

EATING DISORDERS

Anorexia
Bulimia
Obesity

EYE/VISION IMPAIRMENT

Astigmatism
Color Blind
Far Sighted
Glaucoma
Legally Blind
Near Sighted
Wears Contacts Regularly
Wears Glasses Regularly

GASTRO-INTESTINAL

Acid Reflux
Crohn's Disease
Diarrhea
Heart Burn
Hemorrhoids
Hernia
Indigestion
Irritable Bowel Syndrome
Induced Ulcers
Peptic Ulcer Disease

GENERAL

Alzheimer's Disease
Back or Neck Pain
Bursitis
Deaf
Ear Infections
Fibromyalgia
Hearing Impaired
Sarcoidosis

HEADACHES

Cluster Headaches
Hormonal Headaches
Migraines
Sinus Headaches
Tension Headaches
Transformed Migraines

INFECTIOUS DISEASE

Common Cold
Hepatitis B
Hepatitis C
HIV/AIDS
Influenza

LEARNING DISORDERS

ADD
ADHD
Dyslexia

MENTAL/NERVOUS SYSTEM

Autism
Bi-Polar
Depression
Downs Syndrome
Obsessive Compulsive Disorder
Post-traumatic Stress Disorder
Retardation
Schizophrenia

ONCOLOGY

Brain Cancer
Breast Cancer
Cervical Cancer
Chronic Myeloid Leukemia
Colorectal Cancer
Hodgkin's Disease
Leukemia
Liver Cancer
Lung Cancer
Lymphoma (Non-Hodgkin's)
Melanoma
Pancreatic Cancer
Throat Cancer
Uterine Cancer

SKIN CONDITIONS

Acne
Dandruff
Eczema
Foot Fungus
Nail Fungus
Psoriasis
Rosacea
Skin Rash
Warts

SLEEP DISORDERS

Apnea
Insomnia
Narcolepsy
Restless Leg Syndrome

UROLOGY

Andropause
Bed Wetting
Erectile Dysfunction
Urinary Incontinence

WOMEN'S HEALTH

Endometriosis
Menopausal
Menstrual Cramps
Ovarian Cysts

Panel Direct's multi mode access to physicians and medical professionals is the broadest reach to ensure that every possible avenue is pursued to complete your project. Using double opt-in panel, faxed invitations and our call center, Panel Direct is more than a panel. We are a complete solution that maximizes completes for your medical projects.

Access to over 500,000 medical professionals including:

- 300,000 Physicians
- 30,000 Nurses
- 50,000 Dentists
- 25,000 Pharmacists

PHYSICIANS

Addiction Specialist
Allergy & Immunology
Anesthesiology
Cardiology
Dermatology
Emergency Medicine
Endocrinology, Diabetes & Metabolism
Family Practice
Gastroenterology
General Practice
Geriatrics
Infectious Disease
Internal Medicine
Medical Genetics
Nephrology
Neurological Surgery
Neurology
Nuclear Medicine
Obstetrics & Gynecology
Oncology
Ophthalmology
Optometry
Orthopedics
Otolaryngology
Pain Specialists
Pathology
Pediatrics
Physical Medicine & Rehabilitation
Plastic Surgery
Preventive Medicine
Psychiatry
Radiology
Rheumatology
Surgery
Urology

NURSES

Allergy & Immunology
Anesthesiology
Cardiology
Dentistry
Dermatology
Emergency Medicine
Endocrinology, Diabetes & Metabolism
Gastroenterology
Geriatrics
Hematology
Infectious Disease
Nephrology
Neurological Surgery
Obstetrics & Gynecology
Oncology
Ophthalmology
Orthopedics
Otolaryngology
Pediatrics
Physical Medicine & Rehabilitation
Plastic Surgery
Primary Care (IM, FP, GP)
Psychiatry
Pulmonary
Radiology
Rheumatology
Surgery
Urology

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Customer Quotes

"I wanted to drop a quick note to say how thrilled we were in the quality of respondents and the data that was compiled through the use of Panel Direct on our last project. Because of the outstanding data, we're excited to bring to market a new service for which we've now identified an absolute and immediate need. We're anxiously awaiting the opportunity to partner together on an upcoming project."

"Thanks to your detailed targeting and profiling, we've been able to close all projects that other panel companies passed on. Your team is truly the best!"

"I'm not sure how you were able to turn this project around so quickly, but your team really helped me out of a bind on our last project. From having your quote to me within half an hour to the project being tested and in field within the hour, allowed me to deliver my project to our client on time. You're a real life saver."

"Panel Direct has been an absolute pleasure to work with. Everyone has always been able to answer any questions that I have and their pricing is extremely competitive. I'm always confident in referring my colleagues to Panel Direct."

Our dedicated experienced research professionals are excited to work with you on your next project for the best possible results!

Contact our team at RFP@paneldirectonline.com.

You can anticipate a confirmation of your bid request in less than one hour. We have a companywide goal of feasibility and pricing available with same day turnaround whenever possible to ensure the highest probability of you submitting the winning bid to your client.

Once entrusted with your project, our dedicated team members who are well versed in project management will be a valued asset throughout the process.

We are excited to be working with you!

