

Case Study

Largest Online Physician Panel in the World Creates a New Avenue for Research



Challenge

We worked with this leading healthcare research provider to build the largest online physician panel in the world. This included re-registering and authenticating doctors by specialty and practice profiles.

Solution

Ziment was then able to attract a select group of leading healthcare research firms who gained exclusive access to the panel. In turn, they fed their respondents to the panel and used it exclusively for their online physician research.

This panel allows rapid, accurate survey research among larger samples of professionals than traditional survey research methods allow. It features the world's largest dedicated research panel of physicians and because of its success it has formed additional healthcare panels for nurses, pharmacists and dentists.

Results

Since its formation, it has grown to over 40,000 members and has enlisted an exclusive club of top healthcare marketing research consultancies including Ziment, TVG, Total Research and Paragon Research.