

Healthcare Research.  
A more thorough examination.



  
e-Rewards™  
MARKET RESEARCH

Quality online panels. Proven results.™



## Experience the clarity and precision of e-Rewards' multi-mode healthcare panels

e-Rewards® Market Research has earned an industry reputation for high quality, rich segmentation, and a deeply profiled panel. Our healthcare panels are no different. We offer a variety of services that help our clients get the healthcare research solutions they need.

PHYSICIAN PANEL	HEALTHCARE PROFESSIONAL PANEL	CONSUMER AILMENT PANEL
<ul style="list-style-type: none"><li>• Stringent verification (ME#, UPIN, DEA#)</li><li>• Access to &gt; 95% of physician market</li><li>• Over 250 sub-specialties profiled</li><li>• E-mail, fax, direct mail</li></ul>	<ul style="list-style-type: none"><li>• Comprised of hard-to-reach targets</li><li>• Hospital executives, nurses, pharmacists, administrators, etc.</li><li>• E-mail, fax, direct mail</li></ul>	<ul style="list-style-type: none"><li>• Over 2 million profiled panelists</li><li>• 30+ therapeutic areas</li><li>• 100+ ailments (sufferer, household, caregiver)</li><li>• 200+ prescription drugs</li><li>• E-mail, direct mail</li></ul>

# e-Rewards® Physician and Healthcare Professional Panel

## Physician and Healthcare Professional Panel at a Glance

e-Rewards® Market Research 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#), Medicare Unique Physician Identification Number (UPIN), 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

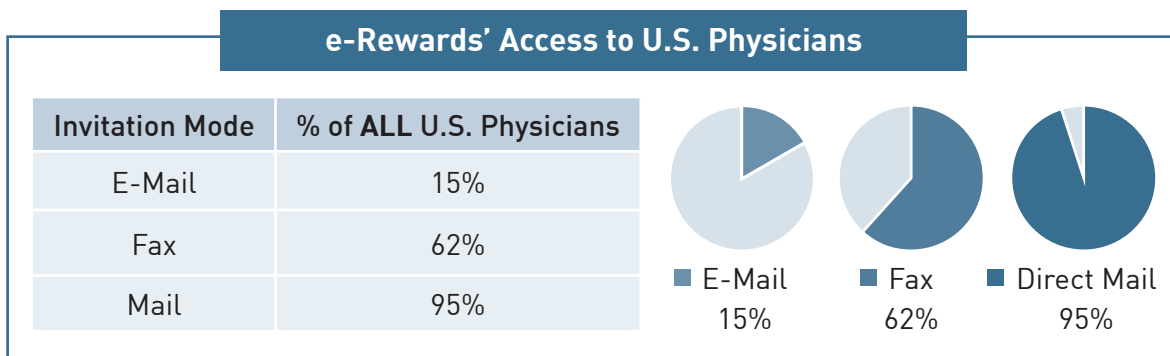
We have a dedicated healthcare project management team who ensures that your physician market research has the resources behind it that you deserve. Our project managers have vast experience in delivering the tough healthcare projects; and, by combining e-mail, fax, and direct mail, the tough projects just got easier.

### Multi-Mode Approach: Speed of Online and the Power of Offline

We have the unique ability to combine e-mail, fax, and direct mail to recruit physicians into an online survey. This provides the speed of an online panel and retains the power of being able to reach the majority of physicians via multiple invitation modes. Average size projects can recruit physicians into a study within 5 business days. Large, difficult projects can obtain survey responses from up to 15% of a specific market inside of 3 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.



To learn more about e-Rewards Physician and Healthcare Professional Panel or for a custom quote, contact us at [ask@e-rewards.com](mailto:ask@e-rewards.com) or 1-888-20-EMAIL (1-888-203-6245).

# e-Rewards® 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  
 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

# e-Rewards® Physician and Healthcare Professional Panel

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 & Neurology  
Psychiatry (Mental Health)  
Psychiatry and 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 at a Glance

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e-Rewards® Market Research 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.



# e-Rewards® 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 (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  
Deep Vein Thrombosis  
Depression  
Diabetes: Type 1  
Diabetes: Type 2  
Dry Eye  
Dry Skin  
Eczema  
Endometriosis  
Epilepsy  
Erectile Dysfunction  
Genital Herpes  
GERD/Acid Reflux  
Glaucoma  
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  
Hyperthyroidism  
Hypothyroidism  
Incontinence  
Insomnia  
Irritable Bowel Syndrome (IBS)  
Kidney Disease/Renal Failure

Menopause  
Migraines  
Multiple Sclerosis  
Nail Fungus  
Narcolepsy  
Obesity  
Organ Transplant  
Osteoporosis  
Overactive Bladder/  
Urge Incontinence  
Parkinson's Disease  
Psoriasis  
Rosacea  
Schizophrenia  
Seizures  
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



[www.e-rewards.com/researchers](http://www.e-rewards.com/researchers)

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