



## RONIN Panel of Latin American Medical Specialists

Latin America has become a major focus for medical market research as pharmaceutical companies seek to understand these important, growing markets.

Very few comprehensive panels of Health Care Professionals exist for the major Latin American countries. RONIN has addressed this need by using its multi-lingual phone center and panel management expertise to build this major new capability in addition to its well-established European medical panel.

RONIN is unique in that it combines its large Web panels with its extensive phone center capability, used to fill quotas when necessary. Combine this with RONIN's interviewing software, Results for Research® and its broad range of graphical question types, and the result is defensible data at a reasonable price.

### RONIN has spoken to all panelists by phone

The Latin American panel was built from scratch primarily by calling specialists in hospitals and offices, who were then invited to join the panel. The RONIN multi-lingual call center is skilled in reaching physicians and eliciting their participation in medical studies.

### The RONIN call center and its expert medical interviewers supplement the panel with specialized populations when needed

RONIN can help you with all data collection needs. Everything is possible from surveys which are done on a best-efforts basis, to surveys with specific targets guaranteed.

Low-incidence populations are important in many pharmaceutical studies and the RONIN call center and its specialist interviewers are expert in tracking down specific types of physicians. This capability makes RONIN the preferred choice for challenging studies.

### The Latin American panel is part of a broad global panel

Many of the medical studies we implement cover multiple regions of the world and our clients prefer the convenience of working with a single vendor for all countries.

### RONIN offers all data collection services or just panel access

Your RONIN Project Manager will oversee the entire study for you, including programming, translation, coding, cross tabs, incentives and consultation on study parameters or will set-up panel access only – the choice is yours.

### The Latin American panel's country and medical specialist coverage is extensive

The panel is concentrated in the following countries:

- Mexico
- Brazil
- Argentina
- Venezuela

The specialties covered are constantly updated. At present the panel includes:

- Cardiologists
- Dermatologist
- Endocrinologists/ Diabetologists
- General Surgeons
- Hematologists
- Hematologists/ Oncologists
- Nephrologists
- Neurologists
- Obstetricians/ Gynecologists
- Oncologists
- Ophthalmologists
- Pediatricians
- Plastic Surgeons
- Psychiatrists
- Radiologists
- Rheumatologists
- Urologists
- Vascular Surgeons
- General Practitioners (GPs)/ Primary Care Practitioners (PCPs)
- Nurses
- Eye Care Professionals
- Pharmacists

### Graphical question types create more engaging surveys

In keeping with RONIN's strategy of operating at the leading edge of technology, we have expanded our interviewing software, Results for Research®, to support a wide array of "new" question types. About a dozen of these types of questions are currently available.

Graphical questions keep physicians engaged and interested in the survey, resulting in higher quality results. In the example below, physicians click on the area of the face which is being treated and record dosages accordingly.

