

RONIN Panel of Medical Specialists

Research with medical professionals is tough, especially with specialists outside of the US. Panel quality and breadth are paramount in medical research, but must be combined with rapid execution and guaranteed quota performance.

RONIN is unique in that it combines its large Web panel with its extensive phone center capability, used to fill quotas when necessary. Combine this panel 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.

The panel was created by phone

RONIN's Medical Specialist Panel was recruited by telephone at the physician's place of work by RONIN's team of expert phone interviewers. This panel is supported by a strong panel management system and continual maintenance by telephone. It even includes countries with physicians with poor Internet skills who may need guidance by phone in accessing and completing a study.

Our project teams are expert in running medical studies

RONIN's experienced team of project managers, call center managers and interviewers undertake medical professional data collection work for a number of research agencies and consultancies worldwide.

RONIN's centralized project management and willingness to oversee all aspects of a study – including the provision of incentives – greatly simplifies project management for our clients, allowing them to concentrate on the analysis and results, not the administrative tasks required to achieve them.

The panel's country and medical specialist coverage is extensive

The panel currently has over **325,000** medical professionals worldwide, with a concentration in the following countries:

- France
- Germany
- Italy
- Spain
- UK
- US

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

- Major clinical specialists include:
 - 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

The specialties covered are constantly updated. Check with your RONIN business development contact for the latest list and counts.

RONIN One-Stop Shop (ROSS)

No single company can develop panels that cover all medical specialties in all countries. That means that for multi-country studies, someone has to assume the arduous task of 'consolidator' – contracting with panel providers, ensuring the quality of the panels, and making sure the work is completed on time and on schedule. Moreover, sometimes no quality panels exist, requiring phone center support to implement the job.

With RONIN's One-Stop-Shop approach, we guarantee delivery of results that meet the study's specification, and with all of the services and quality our clients expect from RONIN. If RONIN's panels can meet the job's requirements, we use them. We'll engage our associates for specialties or countries not covered in our own panel. And, we'll use our phone center as the back-up should any of the panels fall short of the agreed-upon number of interviews.

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Six ways the RONIN Medical Panel is different

1	It is large with over 325,000 worldwide panelists, active since 2001.
2	It is globally representative, while most other medical panels are heavily US focused.
3	It can be "topped up" by phone if quotas are not met – most other medical panels do not have access to RONIN's phone capability.
4	Nearly every panelist has undertaken at least one RONIN interview before joining the Panel – other medical panels recruit from Web sites and those panelists may never complete an interview, yet are included in panel totals.
5	It delivers high response rates of 20% versus the standard rate of 10%. We talk often to our panelists, engendering loyalty among them.
6	RONIN consults with you to assist in understanding the universe of physicians in each country and the feasibility of reaching the targets you specify.

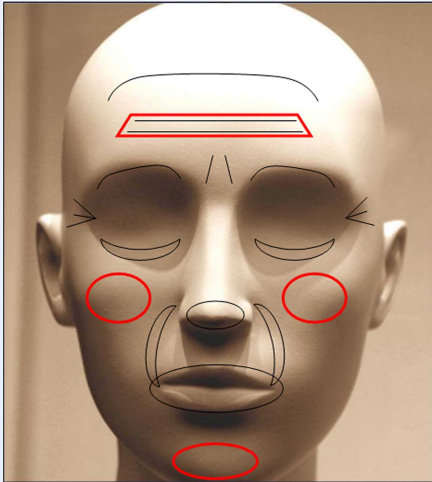
Graphical question types create more engaging surveys

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.

The question below illustrates new imaging 'Hot spot' technology currently used for patient record studies. Too often physicians are instructed to complete linear and repetitive patient record forms which are monotonous and complex to complete.

RONIN's approach is to engage physicians through new and innovative technology usage resulting in a far higher quality of data. In the example below, physicians click on the area of the face which is being treated and record dosages accordingly.

Click on the parts of the face where you have ever injected either botxium toxins or dermal fillers.
Please click the OK button when you have finished.



Back OK