



HEALTHCARE PANEL PROFILE



We hold the ISO
20252 - 2019 globally for
Healthcare Market
Research and Panel
Management

ASSOCIATIONS & ISO

Compliant Data Collection



9001 - 2015



20252 - 2019



27001 - 2013

ESOMAR²²
Corporate

PHYSICIANS & PRACTITIONERS

HEALTHCARE PROFESSIONALS

PATIENTS & CAREGIVERS



Successfully delivered over 750 Patient, Caregiver, & Healthcare studies over the past 2 years



Qualitative & Quantitative healthcare Studies conducted across 25 Countries



Qualitative & Quantitative work conducted through our 120 workstation CATI Center & online healthcare panel providing access to over 2 Million healthcare practitioners & patients/caregivers



24/5 Coverage through an expert team of Account Executives & Project Managers

HEALTHCARE PRACTITIONERS & PATIENTS





HEALTHCARE PRACTITIONERS



AMERICAS



























APAC































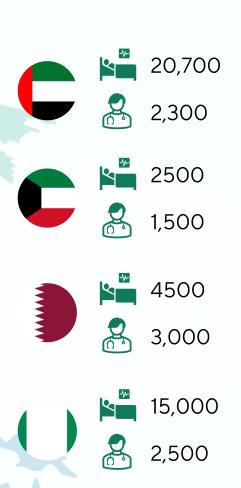


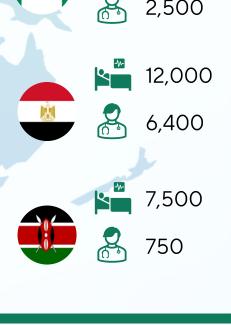












DATA QUALITY

HBG provides access to millions of niche medical professionals, healthcare practitioners & patients/caregivers who're interviewed using Qualitative or Quantitative or mixed methodologies.

HBG follows very stringent norms & error free recruitment mechanisms for the empanelment of healthcare practitioners & professionals.

Our database of real healthcare professionals, practitioners & patients/caregivers ensures that our clients get access to high quality validated & real insights to make critical decisions.



HEALTHCARE PROFESSIONALS







HEALTHCARE PRACTITIONERS



PATIENTS & CAREGIVERS





QUALITY PROCEDURES FOR QUANTITATIVE

HBG lays strong emphasis on quality both at recruitment stage & during live survey/interviewing stage.

- Recruitment (Invitation Only) of Double opt-in respondents which're phone validated & social media verified.
- Photo ID upload during recruitment & incentive redemption process.
- Verification through photo ID.
- Digital Fingerprinting & Geo-IP.
- Continuous profiling exercises with captcha, red-herring questions etc. to track activity & response patterns.
 Those found to be violating the quality parameters like over responsive, speeding, straight-lining or bad open ends are scrubbed immediately from the panel.





Recruitment & Moderation

Online Focus groups & Online discussion boards

QUALITATIVE RESEARCH

IN DEPTH:

Recruitment for TDIs, IDIs, moderation & interviewing, secondary research support, On-boarding of experts or KOLs for in person consulting or short-term projects or online discussions.

RECRUITMENT & **MODERATION:**

Focus groups, CLTs

ONLINE FOCUS **GROUPS**:

Recruitment for online focus groups or online discussion boards for short or long term with moderating services, if required



THANK YOU



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