



# 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**

**ESOMAR<sup>22</sup>**  

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**Corporate**

## PHYSICIANS & PRACTITIONERS



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



## HEALTHCARE PROFESSIONALS

## PATIENTS & CAREGIVERS



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

# HEALTHCARE PRACTITIONERS & PATIENTS

 PATIENTS  
 HEALTHCARE PRACTITIONERS
























## AMERICAS

	 1,75,000
	 35,000
	 75,000
	 55,000
	 38,000
	 1,50,000
	 45,000
	 15,000
	 12,000
	 7,500
























## APAC

	 3,50,000
	 2,25,000
	 12,000
	 6,500
	 2,500
	 1,500
	 15,700
	 4,00,000
	 1,25,000
	 18,000
	 2,000
	 2,500
	 1,500
	 5,500


























## SEA

	 25,000
	 25,000
	 15,000
	 4,500
	 7,500
	 2,500
	 5,000
	 15,000
	 12,500
	 13,000
	 2,500
	 7,500
	 4,500
	 7,200



## EMEA

	 55,000
	 27,000
	 12,750
	 9,750
	 15,500
	 25,700
	 20,700
	 4,500
	 2,500
	1,500
	3,000
	15,000
	2,500
	12,000
	6,400
	7,500
	750
	 35,000
	 43,000
	 7,500
	 15,000
	 7,500
	 35,000



# 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



C-SUITE &  
EXECUTIVES



DIRECTORS



MANAGERS



MEDICAL  
DIRECTORS



NURSING



LAB  
DIRECTOR/  
MANAGERS



PHARMACY



DEPARTMENT  
HEADS

ENDOCRINOLOGISTS

OBS/GYNAE

INTERNAL  
MEDICINE

ONCOLOGISTS

OPHTHALMOLOGIST

GENERAL  
PHYSICIANS

RHEUMATOLOGISTS

GASTROENTEROLOGISTS

IMMUNOLOGISTS

CARDIOLOGISTS

DERMATOLOGISTS

NEUROLOGISTS

SURGEONS

PAEDIATRICIAN



# HEALTHCARE PRACTITIONERS





# PATIENTS & CAREGIVERS



DEPRESSION

ARTHRITIS

DEMENTIA

ASTHMA

ALZHEIMER'S

HYPERTENSION

PARKINSON'S

THYROID  
SUFFERERS

PSORIASIS

ECZEMA

COPD

GENERAL  
ALLERGIES





# 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.





# 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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