

# Integrating physician and patient perspectives on Healthcare



# TNS healthcare now offers both patient and physician panels in Canada

## So, what does this mean for you?

A complete 360° view on any healthcare issue or marketing initiative:

- Cost effective
- Seamless
- Terrific synergy
- Any therapeutic category
- Fast
- Doctor-patient interaction
- Qualitative or quantitative

## A 360° Perspective

Today, both physicians and patients play a key role in treatment decisions.

Only one source—TNS healthcare— gives you deep insight into both of these key audiences by accommodating an interactive dialogue between them within a single research program.

TNS healthcare Internet Panels give you fast, affordable access to your target audiences—all while maintaining the highest standards of data integrity.

Let us show you the difference our panels can make to the quality of your marketing insight.

For more information contact your TNS account representative or one of our healthcare specialists in Canada.

### Toronto:

Paul Pacheco  
paul.pacheco@tns-global.com

or

Michael Ennamorato  
michael.ennamorato@tns-global.com

1.800.268.7115 or 416.924.5751

### Montreal:

Philip Cadieux  
philip.cadieux@tns-global.com

514.935.7666

[www.tnsglobal.com](http://www.tnsglobal.com)