

TNS Canadian Facts' Health Panels

Meeting your consumer health information needs. The TNS Canadian Facts Health Panels offer an efficient means of conducting surveys within relevant target groups across a very wide range of health-related topics.

The TNS Canadian Facts Health Panels represent a cross-section of Canadians who have been pre-screened for a wide variety of lifestyle practices, medical conditions and treatment behaviours. Our panellists have also been screened for use of a broad array of prescription and OTC medications.

Currently comprising almost 50,000 households, accounting for over 70,000 individuals, the Health Panels are a valuable resource for pharmaceutical companies, health product distributors, insurance firms, communicators and others involved in health care sectors. And, because the Health Panels are drawn from our general mail/telephone and Internet cross-section panels, there is no inherent bias toward specific conditions or health-related attitudes.

Many applications are possible using the Health Panels:

- Concept tests
- Product and medical device testing
- Longitudinal studies
- Diary studies and medication compliance surveys
- Copy testing
- Market segmentation
- Customer satisfaction
- Opinions about health products
- Tracking new marketing efforts and communications
- Identifying emerging behavioural and attitudinal trends



Advantages of using the Health Panels

Broad-based custom research: Our Health Panels provide unprecedented access to large representative samples of Canadians, pre-screened and ready to participate in health-related research. Custom studies can be conducted at any time with panel members, in cross-section or within specific therapeutic categories.

Targeted custom research: The Health Panels provide a unique opportunity to target specific health-related groups in a cost-effective manner. A few examples of the range of pre-screened sub-populations from the panel are shown on the reverse side of this page.

Flexibility of design: Mail, telephone, in-person and Internet survey modes are available depending on the most appropriate methodology for the study.

Diary monitoring capabilities: Interactive and traditional self-completion diary studies with panel members provide cost-efficient, valuable insight in numerous areas, such as medication compliance, healthy lifestyles, diet and dental care, to give just a few examples.

About TNS TNS is one of the world's leading market information groups, providing market measurement, analysis and insight through its operating companies in 70 countries. Working with national and multi-national organizations, we help our clients develop effective business strategies and enhance relationships with their customers.

In Canada, TNS Canadian Facts provides full-service, primary market research. Our mission is to become our clients' **sixth sense of business™** by giving them a deeper understanding of their customers' behaviour, better anticipation of their actions and greater insight into what they really want.

Attitudinal segmentation: A model is in place to support segmentation of the panel on the basis of attitudes toward personal health and well-being. This provides marketers with added insight and enhances the Health Panels' capacity to support effective targeting of communications, products and services.

Global Reach: As part of the TNS global research network, TNS Canadian Facts can offer our clients seamless access to complementary health panels on a North American or international basis when required.

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Following are sample counts for just some of the therapeutic categories covered by the TNS Canadian Facts Health Panels.

	Available to interview by mail/phone/in-person	Available to interview by Internet
Food allergies	1778	2759
Lactose intolerance	1329	2677
Chronic back pain	2364	5475
Incontinence (female and male BPH)	1797	2729
Arthritis	3211	5377
Asthma	2445	4386
Chronic Bronchitis, Emphysema or COPD	557	1188
Clinical Depression	730	2233
Diabetes	1266	-
Eczema	1784	3292
Erectile Dysfunction	431	919
Gastro Esophageal Reflux Disorder	1336	2549
Hearing Impairment	1305	2173
Heart Condition	1174	2259
High Blood Pressure	3389	6037
High Cholesterol	2403	5480
High Triglycerides	627	1298
Irritable Bowel Syndrome	941	1946
Migraines	1965	4424
Osteoporosis	923	1411
Sinusitis	942	2279
Ulcers	491	1272