



Now launched in Canada...

TNS Healthcare's Internet Panels



Now one source gives you fast, affordable e-access to both of your key target audiences: *physicians and patients.*

TNS Healthcare has more than 50 years of experience building and maintaining panels that deliver top response rates and fast turnaround at affordable prices. Now... we are bringing that expertise to bear in Canada with two new Internet panels—one focusing on physicians and the other on patients. Finally, you can turn to one source for quick, accurate insights into both of your key target audiences.

What sets TNS Healthcare's Internet panels apart? Many companies who claim they have panels really just offer lists of e-mail addresses. **TNS Healthcare, however, provides true managed panels—unbiased permission-based communities, closely tracked, accurately profiled and appropriately rewarded to offer the highest response levels and greatest data quality.**

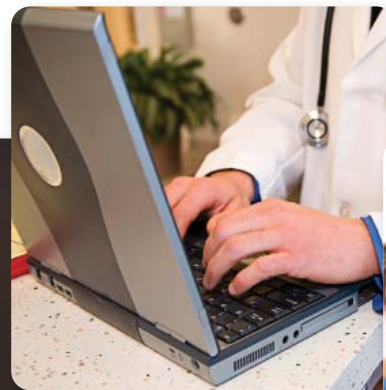
Your market research is the foundation of your most important business decisions. Make sure it starts with panels you can trust to deliver the most accurate information.

TNS Healthcare's J Street™ Physician Panel: A Worldwide Network of 75,000+ Engaged Respondents

TNS Healthcare's J Street™ Physician Internet Panel is a global resource, giving you convenient e-access to doctors around the world. The J Street™ Physician Internet panel is more than 25,000 strong in the US and also covers more than 50,000 physicians throughout major European markets.

Now, Canadian general practitioners are part of this active research community. And our new Canadian panel is continuing to grow rapidly.

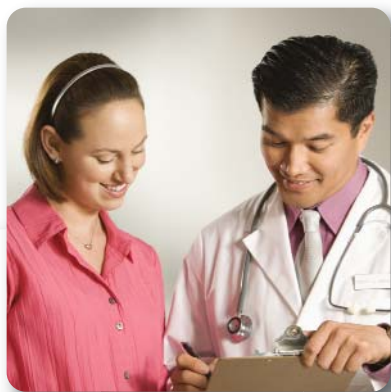
Don't be fooled by other vendors, touting big membership numbers that can be inflated by inactive physicians... invalid e-mail addresses... or doctors with no intention of taking part in market research. Look instead at completion and response rates—real measures of the value a panel will deliver. **At TNS Healthcare, all our doctors are engaged research participants who have opted in to be part of our studies—and our 50% response levels, among the highest in the industry, prove it.**



Because we know the quality of your research depends on the quality of your panel, we have rigorous quality processes in place:

- **Recruiting and Validating Physicians**
Physicians on our panels are recruited from proven sources, including client call lists (with permission) and the Canadian physician registration authorities. To ensure every member is a validated physician, we also perform cross-checks to confirm each panel member's authenticity.
- **Eliminating Panel Bias**
Because we recruit from multiple sources through multiple media, we eliminate panel bias. We can provide you with a representative sample of the target physicians who are important to your business.
- **Maintaining the Panel**
To ensure all our panelists are active participants, TNS Healthcare has ongoing maintenance and purging policies that eliminate any doctors not completing surveys or no longer accessible. The effectiveness of our meticulous processes is proven by our low attrition rates and high response levels.
- **Pre-Screening Panelists**
At the time of registration, members are pre-screened for key information, such as training and practice insights. Pre-screening lets us provide you with the most accurate estimates—and ensures the completion rates we promise are the completion rates we deliver.

To be sure we reach every eligible physician for recruitment, we reach out to doctors through a variety of media. We make sure each physician we recruit for your study is best suited for the type of research you need, whether you are collecting data through Internet, telephone, mail or in-person contact.



TNS Healthcare's 6th dimension™ Patient Panel: almost 120,000 individuals across Canada, pre-screened for more than 80 conditions

TNS Healthcare's 6th dimension patient panel represents a cross-section of Canadians, pre-screened for more than 80 medical conditions, as well as a wide variety of lifestyle practices and treatment behaviours. Covering more than 40,000 households representing almost 120,000 individuals, our panel offers key benefits, including:

- **Support for Both Broad-Based and Targeted Custom Research**
The TNS Healthcare 6th dimension patient panel provides access to large representative samples of Canadians, pre-screened and ready to participate in health-related research. You can conduct custom studies with cross-sections of panel members or within targeted therapeutic categories to get the answers you need from the people who know best—those living with your condition of interest.
- **Flexibility of Design**
TNS Healthcare performs patient research through a full range of media, including mail, phone, Internet and in-person interviews. We match our methodology to your research requirements to ensure you get the answers you need in the timeframe you want.

Our Canadian panel is just one of TNS Healthcare's global patient panels. With offices in 70 countries, we give you the best of both worlds—worldwide access and local understanding of country-specific healthcare environments and regulatory issues.

A 360° Perspective

Today, both physicians and patients play a key role in treatment decisions. And only one source—TNS Healthcare—can give you deep insight into both of these key audiences. Only TNS Healthcare delivers a 360° view of your target market—and the complete understanding of dynamics you need to make the most effective decisions and take the most productive actions. Moreover we can now accommodate an interactive dialogue between physician and patient surveys to generate greater synergy from the two stakeholder populations within a single research program.

Whether your research requirements involve patients, doctors or both, **the 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 in the quality of your research and the accuracy of your results.

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