



Dynamic Profiling

What is Dynamic Profiling?

We securely profile each respondent to establish whether they will qualify for a study. This information goes beyond basic user entered profile information, incorporating rich behavioural and self-declared data to ensure a holistic view of the respondent, their preferences, and professional interests.

How do we use Dynamic Profiling?

By using advanced dynamic profiling we can effectively pre-qualify respondents based on profiling information for key screening questions. This reduces the number of screen outs in surveys and can provide valuable insights before fieldwork is started.

Why is it dynamic?

Our members' profiles are constantly updated and refreshed, reflecting the most up to date information we have about them and their engagement with our projects at any given time.

Why do we use Dynamic Profiling?

We know we can't eradicate screen outs, but by minimising them it means less frustration from respondents and a more positive experience is expected which in turn increases engagement and future response rates.

Benefits

- Data driven insight on survey incidence rate before fielding
- Avoid inviting respondents we know do not qualify
- Improved experience to participants and future participation

Data Categories

Panel members are profiled in different data categories, customised to their field and location of practice.



Basic Information

- Personal information
- Contact details (Email, phone, postal address)



Professional Information

- Specialty / subspecialty / treated therapy areas with patient load
- Key opinion leader recognition
- Purchasing decisions involvement
- Pricing, reimbursement, regulatory, formulary decision making and involvement at local, regional and national level
- Clinical trials involvement
- Medical department of service (nurses, PAs)
- Time spent with patients vs. other responsibilities
- Type of workplace setting



Demographic Information

- State / region
- Gender
- Ethnicity (US only)
- Years in practice
- Age (Patients only)
- Physicians grade



Market Research

- Level of English (Non ENG speaking countries)
- Preferred research methodologies