

SOAR ABOVE THE
COMPETITION WITH OUR
MARKET RESEARCH EXPERTISE.



Probity Research

Panel & Recruiting Capabilities

Healthcare



ABOUT US

Established in 2012 Probity Research started as a traditional pen and paper research company which has now transitioned into a global full-service research agency providing online data collection services and delivering more than a million survey completes a year with offices in USA, UAE and India.

The company was founded with a vision to provide and conduct research with Hard-to-find respondents and niche audiences within the B2B and Medical research space. Probity owns and operates global proprietary panels that span from deep, nationally representative communities to unique, niche audiences, supported by a trusted partner network. With no project minimums, our services are quick and efficient allowing the client to dictate their needs and timeline, whilst providing a cost-effective solution.

Probity inevitably aims at providing the most appropriate and opportune services, coerces it to put in extra efforts, constructive parameters to analyse and conduct detailed survey in order to meet the needs and requirements of the clients and sketch out best suiting solutions and valuable insights.

The company has built up an adroit and staunch team that facilitates the successful execution of its defined plan of actions. Probity assists businesses with well-founded and effectual market research services.

AUTHENTIC, REAL AND HONEST ARE NOT JUST WORDS TO US, THESE ARE THE ETHICS WE WORK WITH!





CERTIFICATIONS & AFFILIATIONS

Probity Research is a proud corporate member of ESOMAR, Insights Association and is also ISO 9001:2015 - quality management system and ISO 20252:2019 - Market, Opinion and Social Research Certified. Probity Research is compliant with GDPR, CCPA, and other local privacy laws that govern the panellist experience. As a company we firmly believe in upholding the rights of panellists and taking every measure to secure personal data.

We provide our respondents the following rights, amongst others:

- The right to stop the usage of their information
- The right to know their rights
- The right to delete, update and access their information
- The right to know if there has been a data breach

We firmly believe in upholding the rights of our panellists and taking every measure to secure personal data.



DATA PRIVACY

Probity Research is compliant with **GDPR, CCPA**, and other local privacy laws that govern the panelist experience.

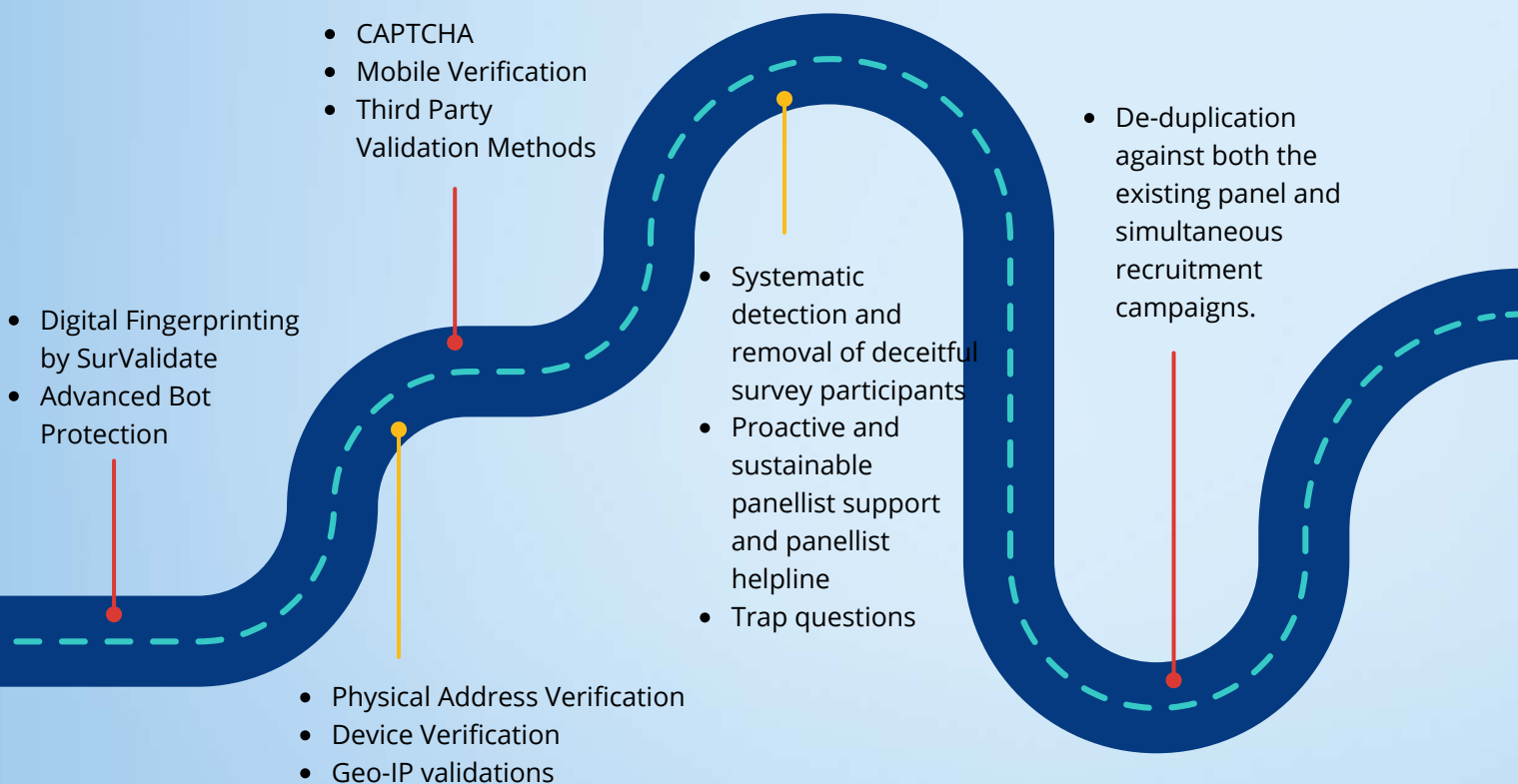


QUALITY

Our panel is drawn from varied sources and recruited using a comprehensive collection of techniques to select unique and reactive members. An unprejudiced and a true depiction of the country's population (census) or online – depending on the viability in each market is the basis of our panel. Our panellists are profiled over different parameters ranging from demographics to special attributes and undergo multi-modal verification – email, mobile phone, postal address & social media - to ensure legitimacy.

The quality of our panels is of the utmost importance to us. As a panel provider, Probity Research is ISO certified and ensures the quality of the panel with a variety of methods to ensure the highest data quality.

A double opt-in registration process including the below measures is used at our end:



COMPLETE SURVEY SOLUTIONS

1

Consultation



We apply our expertise and experience to provide the most accurate project feasibility. We understand that panel size is not the only defining factor of a successful partner or project. Investing time to understand your goals and adapting a recruitment plan specific to your needs is what sets us apart.

2

Questionnaire Designing



We apply our knowledge and expertise to decide on the information required; Determine the survey objectives, resources and time constraints, determine how the survey will be administered, writing clear questions keeping in mind the question flow and evaluating the questionnaire with the client to get the perfect response in field.

3

Hosting and Tracking



Our hosting platform supports multi-lingual surveys and the survey translation requirements can be managed by us internally. A secure reporting portal with dashboard features is provided to the client to keep track of all the developments in field and allows researchers to check their data in real time.

4

Programming



From simple to multifaceted or custom programming, our skilled programmers leverage survey design and logic to yield high completion rates and deliver the most dependable data. You have the option of fully branding your surveys and customized to support any survey objectives to augment the user experience and increase survey engagement.

5

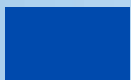
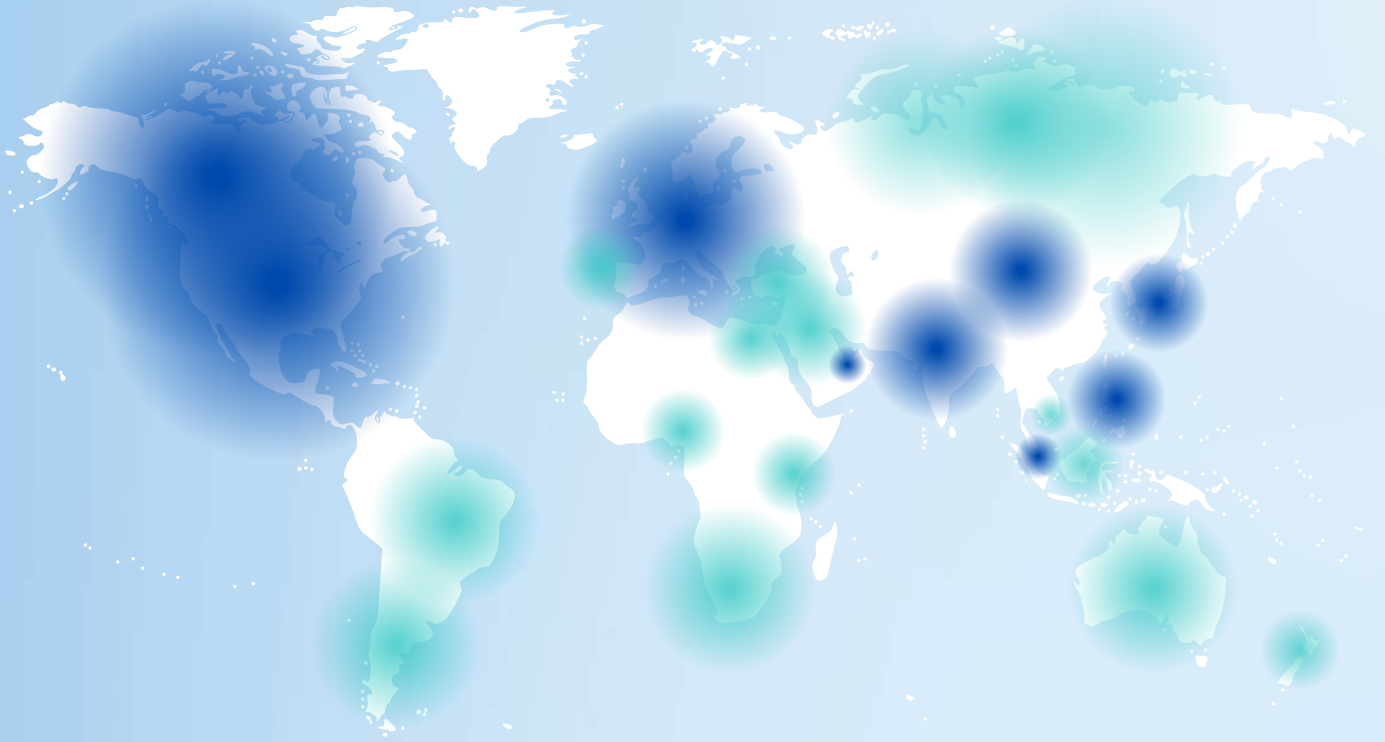
Data Delivery & Analytical Services



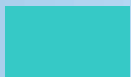
We provide study deliverables in a format according to your specification, in all popular, easy-to-read formats, including SPSS, Excel, and ASCII. We can also provide various data processing services such as tabulations, back translations, and open-end coding. All data deliverables undergo stringent data quality checks before final delivery. We can provide you with a comprehensive array of Analytical services to understand your audience in a much better way:

- Correspondence Analysis (Association of brands with Attributes)
- Key driver Analysis (Correlations and Regression)
- Conjoint Analysis (Maxdiff)
- Conjoint Analysis (CBC)
- Discriminant Analysis
- Quadrant Analysis
- Cluster Analysis
- Factor Analysis
- TURF Analysis

OUR HEALTHCARE PANEL & PARTNERSHIPS



Probit Research Locations



Partner Markets

- US
- Canada
- UK
- France
- Germany
- Italy
- Spain
- China
- Japan
- India
- UAE
- Singapore
- Thailand
- Malaysia
- Philippines
- Australia
- New Zealand
- Hong Kong
- Taiwan
- Vietnam
- Indonesia
- South Korea
- Saudi Arabia
- Egypt
- Ghana
- Kenya
- Nigeria
- South Africa
- Romania
- Russia
- Sweden
- Switzerland
- Turkey
- Argentina
- Brazil
- Chile
- Colombia
- Belgium
- Ireland
- Netherlands
- Norway
- Poland
- Portugal

HEALTHCARE PROFESSIONALS

Targeting Categories

Physicians

- Primary Specialties
- Years in Practice
- Practice Setting
- Practice Ownership
- Number of Patients
- Administrative Responsibilities
- Percent of Practice Time vs Teaching vs Research

Nurses

- Primary Specialties
- Years in Practice
- Practice Setting
- Areas of Expertise
- Infusion Types
- Responsibilities

Pharmacists

- Primary Specialties
- Years in Practice
- Practice Setting
- Practice Ownership

Allied Specialists

- Audiologist
- Diabetes Educator
- Dietitians
- Laboratory Manager
- Occupational Therapist
- Optometrist
- Pathologist
- Pharmacist
- Physician Assistant
- Psychologist
- Respiratory Therapist
- Speech and Hearing Therapist
- Technician

Primary Specialty

- Allergist/Immunologist
- Pharmacist
- Anaesthesiologist
- Psychiatrist
- Cardiologist
- Pulmonologist
- Dermatologist
- Radiologist
- Diabetologist
- Rheumatologist
- Endocrinologist
- Surgeon
- Gastroenterologist
- Urologist
- General Practitioner
- Veterinarian
- Nephrologist
- Oncologist
- Neurologist
- Ophthalmologist
- Nurses
- Otolaryngologist
- OB/GYN
- Paediatrician

PATIENTS & CAREGIVERS

OVER 70+ PROFILED AILMENTS ALONG WITH CAREGIVERS.

Targeting Categories

- Addiction
- AIDS / HIV
- Alzheimer's Disease
- Arrhythmia (e.g. Atrial Fibrillation/Afib)
- Breast Cancer
- Canker/Cold Sores
- Celiac Disease
- Allergy / Asthma / Respiratory
- Anaemia
- Arthritis / Joint Ailments
- Atherosclerosis
- Autism
- Autoimmune / Blood
- Cancer
- Cardiovascular / Heart
- Cervical Cancer
- Colorectal Cancer
- Congestive / Chronic Heart Failure (CHF)
- Constipation
- Coronary Artery Disease (CAD)
- Cosmetic / Orthodontic Condition
- Crohn's Disease
- Deep Vein Thrombosis (DVT)
- Dental
- Diabetes / Thyroid / Obesity
- Dyslipidaemia
- Epilepsy
- Gastric / Digestive / Urinary (e.g. Crohn's, Heartburn, Kidney Disease)
- GERD / Acid Reflux
- Gum (Periodontal) Disease
- Heart Attack
- Heartburn
- Haemophilia
- Hepatitis C
- High Cholesterol
- Hypertension / High Blood Pressure
- Incontinence
- Irritable Bowel Syndrome (IBS)
- Kidney (Renal) Cancer
- Kidney Disease
- Leukaemia Cancer
- Lung Cancer
- Lupus
- Male / Female Health (e.g. ED, Low T, Menopause, Osteoporosis)
- Mental Health (e.g. Anxiety, ADD/ADHD, Depression)
- Migraines
- Multiple Myeloma Cancer
- Multiple Sclerosis
- Muscular Dystrophy
- Neurologic / Nervous (e.g. Migraines, MS, Stroke)
- Non-Hodgkin's Lymphoma Cancer
- Ovarian Cancer
- Overactive Bladder / Urge Incontinence
- Pain (e.g. Fibromyalgia, Gout)
- Parkinson's Disease
- Peripheral Arterial Disease (PAD)
- Prostate Cancer
- Psoriatic Arthritis
- Rheumatoid Arthritis
- Seizures
- Skin / Dermatologic
- Skin Cancer
- Sleep Disorders
- Stroke
- Thyroid Cancer
- Tooth Decay
- Tooth Sensitivity
- Ulcerative Colitis
- Uterine Cancer
- Vision / Hearing Impairments
- Hyperthyroidism
- Liver Cancer
- Osteo Arthritis (Large Joint)



Let's Connect

We are passionate about helping our clients make informed decisions. Contact us to discuss your research needs and learn how we can provide customized solutions to help you stay ahead in your industry. Let's work together towards your success!

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