

Chronic Illness Panel



Find the People You Need - Effortlessly

The Harris Interactive Chronic Illness Panel is made up of people with one or more medical conditions, all of whom have agreed to be interviewed via online surveys which are prepared by well-trained Harris Interactive professionals.

This speciality panel was created by screening those in Harris Interactive's multimillion member online panel. The result is the world's largest group of cooperative respondents who have been diagnosed with chronic or recurring medical conditions. In addition, this panel can be used to identify caregivers of patients who may be unable to complete an interview (e.g., children, those with severe degenerative conditions, etc.).

The Medical Conditions We Can Help You Study

(in descending order of panel size)

1. Allergies
2. Hypertension or High Blood Pressure
3. Arthritis
4. Depression
5. Asthma
6. Cholesterol
7. Headaches (i.e., chronic headaches)
8. Chronic back problems
9. Digestive/gastrointestinal Disorder
10. Skin Condition
11. Diabetes
12. Vision impairment
13. Menopause
14. Chronic Sinusitis
15. Thyroid Disorder
16. Gynecological Condition
17. Hearing Impairment
18. Cancer

Get the Answers You Need *Quickly and Affordably*

Using Harris Interactive's Chronic Illness Panel, you have quick access to the world's largest panel of cooperative respondents with chronic or recurring medical conditions. And, thanks to our unparalleled database management experience, data collection that used to take months can now be done in a matter of days or, for very large surveys, a week or two.

Not only are the surveys completed quickly, but they are also reasonably priced. Interviewing thousands of people with relatively rare medical conditions may have once run up dollar costs into six or seven digits. Harris Interactive can do the kind of research you need for a fraction of the cost, in a fraction of the time. In many cases, the research wouldn't have been able to be completed at all without using this unique panel of cooperative respondents.

Segmentation and Targeting Made Easy

Thanks to the huge size of our Chronic Illness Panel, we're able to survey vital sub-segments of people with particular diseases based on a wide range of factors, including:

- Demographics
- Co-morbidities
- Insurance coverage
- Medical care
- The use of specific Rx or OTC products.

Our panel also includes detailed demographic and health profiles that can be used to target specific sub-populations. Populations may be targeted geographically at the zip code level.

The Multi-use Panel

The Harris Interactive Chronic Illness Panel affords its users a wide range of applications. We've seen it used for many kinds of marketing and advertising research projects as well as for clinical trial recruitment. Applications include:

- Behavioral, attitudinal, motivational, and outcomes research
- Website evaluation/development
- Surveys of patient experiences with various treatments
- Reactions to D.T.C.
- The use of the Internet

Harris Interactive Chronic Illness Panel

Quantitative and Qualitative Research - Our Specialties

At Harris Interactive, we conduct both quantitative and qualitative research to examine the experiences, priorities and concerns of people with chronic and recurring medical conditions. Studies may be conducted with a small number of respondents or with many thousands – depending on the research objectives.

No other competitive database available today can provide researchers with immediate access to such a large number of people with such a wide range of major diseases, or with the flexibility to target such specific sub-populations within a given disease category.

Online Capabilities Give Us an Edge

Harris Interactive has online capabilities that allow us to conduct research that we would have been unable to do by telephone or in in-home, face-to-face interviews. We can show still pictures, product packaging, and streaming video. We can have people assess websites and also capture what sites they go to for health-related information. Online research also allows respondents to complete surveys with anonymity and privacy, so respondents are often more comfortable sharing their experiences and concerns. Other benefits include:

- **Convenience:** Respondents decide when they want to complete the survey
- **Productivity:** More questions can be asked in the same amount of time
- **Rapid turnaround:** Surveys can be conducted more quickly than telephone surveys
- **Better follow-up:** Reminders can be sent out efficiently
- **A visual medium:** The technology allows respondents to review images which is especially helpful for advertising message and concept testing
- **Lower cost per complete:** Data collection is more efficient compared to other survey methodologies

Look Who is Using Our Chronic Illness Panel

Since its inception in 1999, our panel users have included:

- Pharmaceutical companies (Rx and OTC)
- Makers of medical devices, equipment and supplies
- Medical service providers
- Insurers and managed care plans
- Health websites
- Health care IT vendors
- Health care foundations
- Medical schools and schools of public health

For more information on our breakthrough Chronic Illness Panel and how you can use it to your advantage:

Please call 877.919.4765

or visit our website at

www.harrisinteractive.com

19. Chronic Bronchitis
20. Heart Disease
21. Obesity
22. Sleep Disorders
23. Other Mental Health Condition
24. Fibromyalgia
25. Osteoporosis
26. Anxiety Disorder
27. Stroke
28. Erectile Dysfunction
29. Emphysema
30. Kidney Disease
31. Developmental Disability
32. Epilepsy
33. Alcohol Problems
34. COPD
35. Incontinence
36. Liver Disease, including Cirrhosis
37. Hepatitis C
38. Lupus
39. Infertility
40. ADHD/ADD
41. Panic Disorder
42. Multiple Sclerosis
43. Bipolar Disorder
44. Drug Problems
45. STDs
46. Alzheimer's Disease
47. Premenstrual/Menstrual Disorder
48. Lyme Disease
49. Paralysis of Extremities
50. Post-Traumatic Stress Disorder
51. Obsessive-Compulsive Disorder
52. Social Phobia
53. Parkinson's Disease
54. Agoraphobia
55. Anorexia
56. Bulimia
57. Schizophrenia
58. Phobias
59. Female Sexual Arousal Disorder
60. ALS or Lou Gehrig's Disease



MARKET RESEARCH

The Harris Poll® PEOPLE



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