OUR PANELS

We are very proud of **InspiredOpinions** and **InspiredOpinions Healthcare**, our communities of double opt-in, current and stringently verified members.

DEPTH OF PROFILE

We employ numerous traditional and innovative resources to build extensive panels. On joining our panels, members are asked to provide essential profile information. Members are then encouraged to update and deepen their profiles through various panel campaigns. Constant engagement with our members, who receive rewards for sharing information about their personal and work lifestyles, guarantees deep personal profiles and motivated members.

CONSUMER PROFILE DEMOGRAPHIC & HOUSEHOLD INFORMATION

- Gender
- Age
- Marital Status
- Children
- Education
- Employment Status
- Occupation
- Household Income
- Home Ownership
- Home Products
- Home Appliances
- Financial Behavior
- Beverage Preferences
- Car Ownership
- Ethnicity

BUSINESS-TO-BUSINESS

- Sector
- Department
- Title
- Purchasing responsibility

TECHNOLOGY

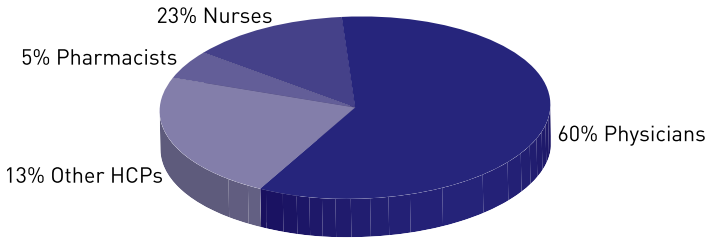
- **Mobile**
  - Brand and Model
  - Functions
  - Primary Use
- **Personal Computer**
  - Operating System
  - Hours per week
  - Online activities
  - Web connection type
  - Internet Service Provider
  - Social Networks
  - Webcam possession
- **Gaming Consoles**

MEDICAL CONDITIONS*

- Blood Disorders
- Bone and Joint Conditions
- Chronic Pain
- Diabetes & Thyroid Conditions
- Eye Impairments
- Gastrointestinal Conditions
- Heart & Vascular Health
- Infectious Diseases
- Men's Health Conditions
- Mental Health
- Neurological Conditions
- Pulmonary Conditions
- Sleep Disorder
- Skin Conditions
- Women's Health

**More conditions captured which includes patient and caregiver*

Breakdown of Our Healthcare Practitioner Panel Members



PHYSICIAN PROFILE*

- Medical School
- Year of Graduation
- Board Certification
- Specific Areas of Interest
- Primary, Secondary & Tertiary Specialties which Include:
  - Allergy and Immunology
  - Anesthesiology
  - Cardiology
  - Dermatology
  - Emergency Medicine
  - Endocrinology
  - Family Practice
  - Gastroenterology
  - Hematology
  - Infectious Disease
  - Internal Medicine
  - Neonatology / Perinatology
  - Nephrology
  - Neurology
  - Neurosurgery
  - Obstetrics/Gynecology
  - Occupational Medicine
  - Oncology
  - Ophthalmology
  - Orthopedic Surgery
  - Otorhinolaryngology
  - Pathology
  - Pediatrics
  - Physical Medicine & Rehabilitation
  - Psychiatry
  - Pulmonology
  - Radiology
  - Rheumatology
  - Surgery, Cardiothoracic
  - Surgery, General
  - Surgery, Plastic
  - Surgery, Vascular
  - Urology
- **Involvement in:**
  - Writing for a medical journal
  - Writing for a scholarly journal
  - Medical research
  - Clinical research

ALLIED HEALTHCARE PROFESSIONALS

- Chiropractor
- Clinical Research Associate
- Certified Nurse Midwife (CNM)
- Clinical Nurse Specialist (CNS)
- Certified Registered Nurse Anesthetists (CRNA)
- Dentist
- Dietician / Nutritionist
- EMT / Paramedic
- Hospital or Practice Administrator
- Licensed Practical Nurse (LPN)
- Nurse Practitioner (NP)
- Optometrist
- Pharmacist – Community Retail
- Pharmacist – Hospital
- Pharmacy Technician
- Physician Assistant (PA)
- Physical Therapist
- Podiatrist
- Psychologist
- Respiratory Therapists (RT)
- Registered Nurse (RN)
- Veterinarian

PRACTICE PROFILE

- Type of Practice
- Practice Setting
- Purchasing Role
- Practice Role
- Hospital Affiliation(s)
- Number of Hospital Beds
- Number of Patients per Week
- Number of Pharmaceutical Representatives per Week
- Accepted Insurance/Forms of Payment

**Our physician profile list is not exhaustive and in the US we have reach to all AMA board specialties.*