

Spring 2010

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## Physicians Consulting Network (PCN®): An online solution for complex health care research

In December 2009, Caduceus Marketing Research (CMR) was acquired by Knowledge Networks, Inc. (KN), bringing its Physicians Consulting Network (PCN®) into the KN fold. The Physicians Consulting Network includes a representative cross section of 70,000 U.S. physicians and other health care professionals, including pharmacists, nurse practitioners, physicians' assistants, RNs, opticians, dietitians, diabetes educators, veterinarians, dentists and hygienists.

Now in its 12th year, PCN is much more than a list or database – it is a high quality sample of health care professionals spanning primary care and specialty areas such as oncology and neuroscience. As the name suggests, the Physicians Consulting Network has developed strong relationships with its panel members that make it easier to interview hard-to-reach audiences like high-volume prescribers and sub-specialists, often within short time frames. Recruited via a personal invitation followed by a double opt-in protocol, PCN delivers response rates that are consistently among the highest in the industry. These stringent entry criteria combined with committed panel management result in 30%+ within survey response rates.

But it takes more than sampling excellence to delivery high quality research. PCN relies on the seasoned research expertise of KN's New Jersey Pharmaceuticals team – the legacy CMR business in Mount

Arlington, NJ – to provide design and analytical guidance. PCN's "clients-first" philosophy emphasizes flexibility and responsiveness, from scripting complex questionnaires to managing hundreds of quotas. In fact, many leading research firms and pharmaceutical clients use PCN for their most demanding physician research; for example, choice exercises for forecasting product uptake, patient chart studies (MD Diary®), and segmentation research.

"Our highly engaged physicians and health care professionals are only half the PCN story," said KN's Jim Vielee, Senior Vice President, who has been working with PCN since its inception. "We also provide the kind of teamwork and attention to detail that gives clients the answers they need when they need them. Senior client service personnel are involved in projects on a day-to-day level, overseeing everything from survey design to reporting. The result is information that is actionable as well as accurate."



## PCN<sup>®</sup> – The Basics

- Online panel of 70,000 physicians and health care professionals
- Panelists are recruited through AMA-compiled lists, and proprietary software ensures accurate matching to client target lists
- Ability to acquire sample in 24 hours
- Online and phone pretests
- Delivers hard-to-reach specialties (*see lists to right*)
- Quick “pulse” screeners to estimate incidence and assure that a survey is reaching the correct sample

### For more information about PCN<sup>®</sup>, contact

- Rob Davies (AVP):  
[rdavies@knowledgenetworks.com](mailto:rdavies@knowledgenetworks.com) or +1 973-770-0844
- Joanne French (Vice President):  
[jfrench@knowledgenetworks.com](mailto:jfrench@knowledgenetworks.com) or +1 646-742-5364

### Or visit

[www.knowledgenetworks.com/pharma](http://www.knowledgenetworks.com/pharma)

## Physicians

Specialty	Email	Universe <sup>1</sup>
Allergy/Immunology	699	3,314
Anesthesiology	1,211	30,043
Cardiovascular Disease	1,891	17,065
Colon & Rectal Surgery	212	1,173
Critical Care Medicine	101	911
Critical Care Medicine (Anesthesiology)	24	321
Dermatology	1,588	9,136
Diabetologists	81	162
Emergency Medicine	872	21,260
Endocrinology	1,041	3,433
Family/General Practice/Family Medicine	6,480	84,524
Gastroenterology	1,458	10,105
General Surgery	752	19,239
Geriatric Medicine	253	2,070
Gynecological Oncology	171	355
Hematology	80	1,232

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### Other Health Care Professionals

Specialty	Email	Universe <sup>1</sup>
Childbirth Educator	43	8,458
Dental Hygienist	773	124,349
Dentist (General Practice)	838	163,362
Diabetic Nurse Educator	567	2,520
Dietitian	517	40,764
Hospital Pharmacist	239	42,816
Lactation Consultant	87	6,068
Nurse Practitioner	1,047	132,624
Oncology Nurse	654	13,426
Optician	533	14,067
Optometrist	1,116	29,078
Oral Surgeon	353	6,386
Periodontist	277	4,921
Physician Assistant	664	67,106
Registered Nurse	817	2,314,344
Retail Pharmacist	1,174	113,174
School Nurse	233	28,046
Veterinarian	2,735	56,503
<b>Total</b>	<b>12,667</b>	<b>3,168,012</b>

<sup>1</sup> Source: MMS - October 2008. Office based only