



Delivering the best respondents
for your research, every time.

With access to physicians, allied healthcare professionals, payers, decision makers and opinion leaders across the United States and around the world, Reckner Healthcare delivers complete healthcare fieldwork solutions for pharmaceutical and medical marketing research projects.

Reckner Healthcare is one of the most trusted research companies in the nation, serving clients for more than 25 years. When you embark on an ambitious study, we're at your side, helping you navigate your path to success. We focus on every detail, so that we can deliver the best respondents for your research, every time.

Quantitative

Success is driven by experience. From comprehensive recruitment solutions to complex programming logic, from multiple language surveys to engaging online studies, our project staff has one thing in mind, customer satisfaction.

Services

- Sample access
- Recruit management
- List matching
- Pretesting
- Project management
- Custom survey programming
- Data processing & tabulation
- Open-end coding
- On-line reporting & custom data

Projects

- Global markets & multi-language
- 50H2 surveys
- Complex conjoint
- Segmentation
- Multimedia
- Mobile-compatible

Qualitative

You can rely on our expert recruitment and scheduling of healthcare professionals. From niche-specialty respondents to client list recruiting, our years of experience help to support your research plan and lead to successful information gathering. Our technology-based research solutions allow for compliance and confidentiality tracking, secure online concept testing, and more.

Services

- Recruitment and scheduling via on-site phone room
- Verbal reminder & confirmation
- Project management
- List matching & management
- Pre-questionnaire & concept site programming
- Compliance management & consent coordination
- Honorarium handling & 1099 processing
- Segmentation tool management
- Creative & flexible solutions

Projects

- Depth interviews (telephone, online, in-person)
- Focus groups
- Online discussion boards & communities
- Web-assisted & webcam interviews
- Field management
- Custom projects

Sample

With 25+ years' experience, we have one of the most robust and respected panels in the industry. Our sample management system is custom-designed and continually innovated by us. So, we have more ways to contact panelists, reduce non-response bias and rapidly match to clients' target lists.

Engaged

Panels are about people, and our relationships with our panelists get results. With respectful communication, clear direction and prompt compensation, our scrupulous care ensures that our panelists are engaged, attentive and ready to be a part of your research project.

Verified

Our verification process is thorough. Potential panelists are verified against multiple sources including personal verification. And, the entire panel is scrubbed against disbarment/sanctioned lists a minimum of 10 times annually.

Experienced

We are one of the industry's most experienced healthcare panel providers. We are known for having an extremely responsive panel and, we are renown for reaching small populations and niche-specialty targets. We also have strong, well-established relationships with payers and key-opinion leaders.

U.S. Key Opinion Leaders

Reckner maintains a database of U.S. Key Opinion Leaders (KOLs) spanning 25 specialties. We have a team of recruiters who are specially trained in KOL recruiting. We can also recruit ad hoc from client lists and perform research to enable KOL identification.

- Cardiology
- Dermatology
- Endocrinology
- Gastroenterology
- Infectious disease
- Neurology
- Oncology
- Psychiatry
- Pulmonology
- Rheumatology

Specialty Recruiting

We excel in reaching low-incidence and difficult-to-find physician specialists. And, we continually target our panel recruitment to the healthcare professionals in greatest demand.

- HIV / AIDS
- Anesthesiology / Pain Management
- Bariatric Surgery
- Cardiothoracic / Thoracic Surgery
- Electrophysiology
- Hospitalists
- Physical Medicine & Rehab
- Retina Specialists
- Pharmacy – Hospital, Retail & Directors
- Oncology RNs

U.S. Payers

Reckner has been recruiting payers for more than 15 years. Our panel of decision makers at Integrated Delivery Networks (IDNs), Managed Care Organizations (MCOs) and Pharmacy Benefit Management companies (PBMs) is deeply-profiled, including national and regional tracking. This depth enables us to provide an estimated number of completes according to the number of Commercial, Medicaid and Medicare lives covered.

- MCO Pharmacy Directors
- MCO Medical Directors
- PBM Pharmacy Directors
- IDN Pharmacy Directors
- IDN Medical Directors

50H2 Surveys

Need to talk to healthcare professionals but don't have the time or resources for a comprehensive research project? 50H2 is your solution. 50H2 was inspired by our clients' need to access healthcare professionals quickly and affordably. Leveraging Reckner Healthcare's trusted and engaged panel, 50H2 gives you quick feedback from your target audiences.

Product
Development



Marketing



Business
Development



Fast

Respond quickly to market challenges without delays

Affordable

Get valuable information at a fraction of the cost of a full-service study

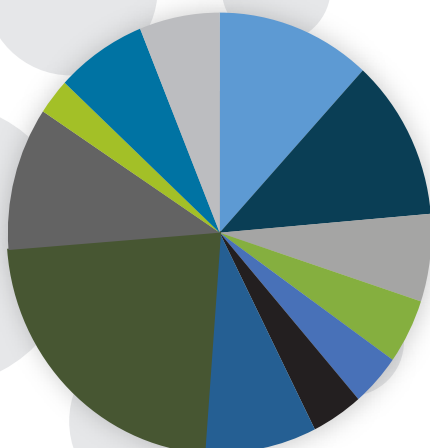
Powerful

Make educated, confident decisions on everything from product to business development

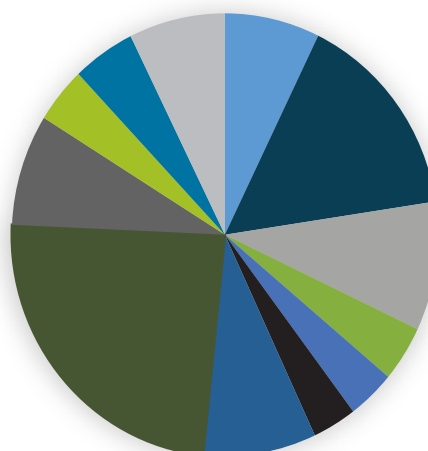
Simple

Just send your questions and target audience. We program, field and send results

Proportionate to U.S. Universe



Reckner Panel



U.S. Universe

- ONCOLOGY
- CARDIOLOGY
- GASTROENTEROLOGY
- PULMONOLOGY
- ENDOCRINOLOGY
- RHEUMATOLOGY
- NEUROLOGY
- PSYCHIATRY
- DERMATOLOGY
- INFECTIOUS DISEASE
- PLASTIC SURGERY
- UROLOGY

Therapeutic Areas of Excellence

Cardiovascular

Cardiology
Interventional Cardiology
Cardiac Electrophysiology

Pain Management

Anesthesiology
Anesthesiology/Pain Management
Physical Medicine and Rehab

Surgery

General Surgery
Plastic Surgery
Bariatric Surgery
Orthopedic Surgery
Transplant Surgery
Transplant Coordinators

Biologics

Dermatology
Rheumatology
Gastroenterology
Endocrinology

Respiratory

Allergy/Immunology
Pulmonology
Critical Care Medicine

Eye Care

Ophthalmology
Retina Specialist
Glaucoma Specialist
Optometry

Oncology

Medical Oncology
Hematology/Oncology
Pediatric Hematology/Oncology
Oncology Infusion Nurses
Oncology Office/Practice Managers

General Family Care

Primary Care (Family
Practice/Internal Medicine)
Pediatrics
Obstetrics/Gynecology
Psychiatry
Nurse Practitioner
Physician Assistant