



Health Panel

Our Panel for your studies in Switzerland

- > Our Health Panel is at your disposal for quantitative and qualitative studies
- > Coveraging the whole of Switzerland with all language regions
- > Best data quality due to high competence in online research and high standards in panel management
- > intervista is certified as an access panel provider according to the international standard ISO 20252:2019 certified



The right target group for your research study in the health sector

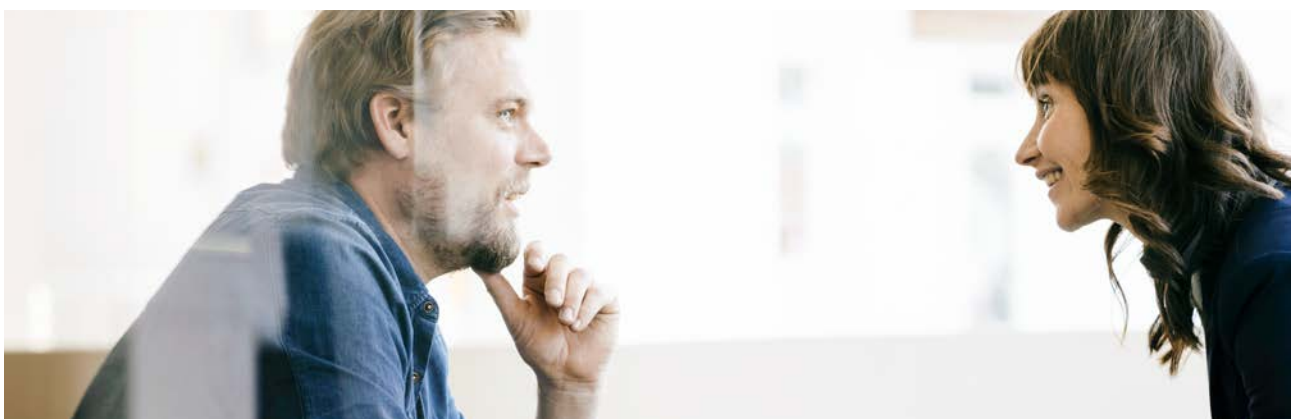
Our Health Panel is available for quantitative online surveys as well as the recruitment of participants in interviews or focus groups for qualitative studies. It gives you access to healthcare professionals such as physicians of all specialities, caregivers, laboratory technicians, pharmacists and other professionals in large numbers (over 7,000 healthcare professionals).

In addition, our panel comprises more than 52,000 patients (see table below for the diseases and health problems covered).

The Health Panel is part of our intervista Online Panel, with 100,000 active panelists and 35,000 decision-makers and executives in companies, it is one of the largest B2C and B2B panels in Switzerland. We cover the whole of Switzerland with all language regions.

About intervista

intervista was founded in 2010 and is a full-service institute for high-quality, individual market research solutions with a focus on quantitative and qualitative online research.



Structure of Health Panel

Healthcare Professionals:

- > Doctor (human medicine)¹
- > Dentist
- > Veterinarian
- > Pharmacist
- > Occupational therapist
- > Nutritionist
- > Midwife
- > Clinical psychologist
- > Medical-technical assistant
- > Medical technician
- > Osteopath
- > Caregiver (old people's home/nursing home)
- > Caregiver (hospital)
- > Pharmaceutical assistant
- > Physiotherapist
- > Psychotherapist
- > Specialist in laboratory medical analysis

¹ 45 specialities from anaesthesiology to virology

Patients / diseases:

- > Acne
- > ADHD / hyperactivity
- > Allergy(s)
- > Anorexia nervosa (anorexia)
- > Anxiety
- > Arteriosclerosis
- > Arthritis
- > Astigmatism / other refractive errors
- > Bipolar disorder
- > Bowel cancer
- > Bronchial asthma
- > Breast cancer
- > Bulimia
- > Burn-out syndrome
- > Cardiovascular disease
- > Cataract or glaucoma
- > Chronic obstructive pulmonary disease (COPD)
- > Chronic pain
- > Constipation
- > Coronary heart disease
- > Crohn's disease
- > Dementia
- > Dental problems
- > Depression
- > Diabetes mellitus
- > Dizziness
- > Epilepsy
- > Erectile dysfunction
- > Haemorrhoids
- > Haemophilia
- > Hair loss
- > Hearing loss
- > Heartburn / reflux Skin cancer
- > Heart attack / cardiac arrhythmia
- > High blood pressure (hypertension)
- > High cholesterol
- > HIV / Aids
- > Incontinence
- > Irritable bowel syndrome
- > Leukaemia
- > Lung cancer
- > Migraine / headaches
- > Multiple sclerosis (MS)
- > Neurodermatitis
- > Osteoporosis
- > Overweight
- > Parkinson's disease
- > Periodontitis
- > Prostate cancer
- > Psoriasis
- > Rheumatism
- > Schizophrenia
- > Sleep disorders
- > Spinal problems
- > Stomach problems
- > Stroke
- > Thrombosis
- > Thyroid diseases
- > Tinnitus



Highest panel and data quality

The quality of the panel is of utmost importance to us and is reflected in highest quality management standards. As a panel provider, intervista is ISO-certified and guarantees the quality of its online surveys with comprehensive data cleansing methods:

Panel recruitment and management

- The intervista panel is largely actively recruited, i.e. a potential panelist can become a panel member only by invitation with an individual registration
- Regular update of the numerous master data of all panelists
- Careful duplicate cleaning through automated processes and manual checks
- Regular exclusion of inactive panelists
- Monitoring of individual completion times, pattern answers (e.g. straight-lining), answer quality and quantity in open ended questions
- Systematic detection and flagging of untrustworthy respondents or participants who do not show up or are unsuitable for qualitative studies
- Proactive and sustainable panelist support and panelist helpline with response guarantee
- Survey data are checked for consistency with master data as a standard procedure

Fairness towards the panelists

- We pay attention to high questionnaire quality
- Sufficient field time: at least 5 weekdays
- Appropriate incentive system, usually via intervista bonus points, which is absolutely transparent for the participants

These measures result in sincere panelists who are accurate respondents in quantitative questionnaires and reliable participants in qualitative studies.



Your options for using the Health Panel

At a glance

| | Quantitative studies | Qualitative studies |
|----------------------|--|---|
| Field services | Sampling Only | Recruitment, e.g. for individual interviews, group discussions, diaries |
| Value-added services | Methodological consulting and pretesting Full Service Studies | Full Service Studies Own test studio with one-way mirror |

Sampling only for quantitative studies

We ensure the technical connection of your online questionnaire to our software and invite suitable participants from the Health Panel according to your specifications for the target group. We handle the field management of the online survey and ensure continuous quality and structural checks during the data collection.

Methodological consulting and pretesting

Our experienced and methodologically skilled project managers advice and support you to optimise study designs and questionnaires. In order to have questionnaires tested by real persons from the target group before they are launched, we offer our proven online pre-tests. Quickly, cost-effective and precisely, you will find out, for example, which contents need explanations, where relevant answer categories are missing or whether a questionnaire is too long for the respondents. Such pretests are particularly valuable for specialised, complex topics. Of course, we also offer classic face-to-face pretests with representatives of your target group.

Full Service: Quantitative Research

Would you like to put a complete study or more than the data collection via our Health Panel in our hands? With pleasure! We accompany you throughout the entire process to obtain statistically reliable results on the behaviour, needs and attitudes of your target group. Depending on your research design, we combine proven methods with innovative approaches. Thanks to our methodological expertise, we provide you with the desired basis for decision-making, even in more complex analytical procedures. We have been conducting projects in the health sector for years and have the corresponding experience in setting up and implementing such surveys. In addition, our project managers in the health care sector are trained in pharmaceutical covigilance.



Recruitment for qualitative studies

Our Health Panel also offers an ideal basis for recruitments, e.g. for individual interviews with medical specialists, focus groups with nursing staff, patient diaries or usability tests with laboratory staff, which you would like to moderate yourself. We handle the entire recruitment process for you quickly and efficiently - from selecting the right people to arranging appointments, instructing participants until paying out incentives.

Full Service: Qualitative Research

Of course, we also offer qualitative research as a full service. With competent project managers, we stand for high-quality insights. In addition to the conceptual design and realisation of the study, we advise you throughout the entire process. For qualitative online research we apply technically mature tools.

Renting our test studio

Regardless of whether you book a recruitment of suitable participants or more services for a qualitative study - our modern equipped test studio in Berne is at your disposal. It is equipped with a full-wall one-way mirror so that you can monitor your study directly on site in the adjacent observation room. In addition, the technical requirements for simultaneous translations exist, and of course the group or individual interviews are also recorded on video.





Highest panel and data quality

Through a comprehensive profile survey when registering panelists as well as regular updates of the master data, we dispose of numerous background variables and are able to select people on the basis of specific attributes. In addition, we offer to enrich your survey data with this master data and thus provide more information, e.g. for a more detailed profiling of target groups.

Sociodemographics

- > Gender
- > Age
- > Region of residence
- > Nationality
- > Education
- > Occupation
- > Household size and structure
- > Party preference

Mobility

- > Railway usage and subscription ownership
- > Car ownership/brand
- > Air travel
- > E-bike/E-car

Leisure

- > Sports interests/activities
- > Hobbies
- > Going out (e.g. cinema/restaurants)

B2B

- > Professional situation/management functions
- > Company sector
- > Company size and location
- > Responsibilities (e.g. for finance, marketing HR)

Telephone, electronics, media

- > Telecommunications equipment and provider
- > Internet equipment and provider
- > Internet usage (research, shopping, social networks, etc.)
- > TV equipment and provider
- > Media usage behaviour (newspapers, magazines, TV channels)
- > Diffusion type (early adopter etc.)

Finance and insurance

- > Online banking
- > Income/wealth
- > Customer status at financial institutes
- > Insurance policies (product/provider)

Household's energy use

- > Energy costs
- > Energy infrastructure
- > Use of green electricity

Health

- > Smokers/non-smokers
- > Diseases
(for details see [Structure Health Panel page 3](#))
- > Health insurance

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