



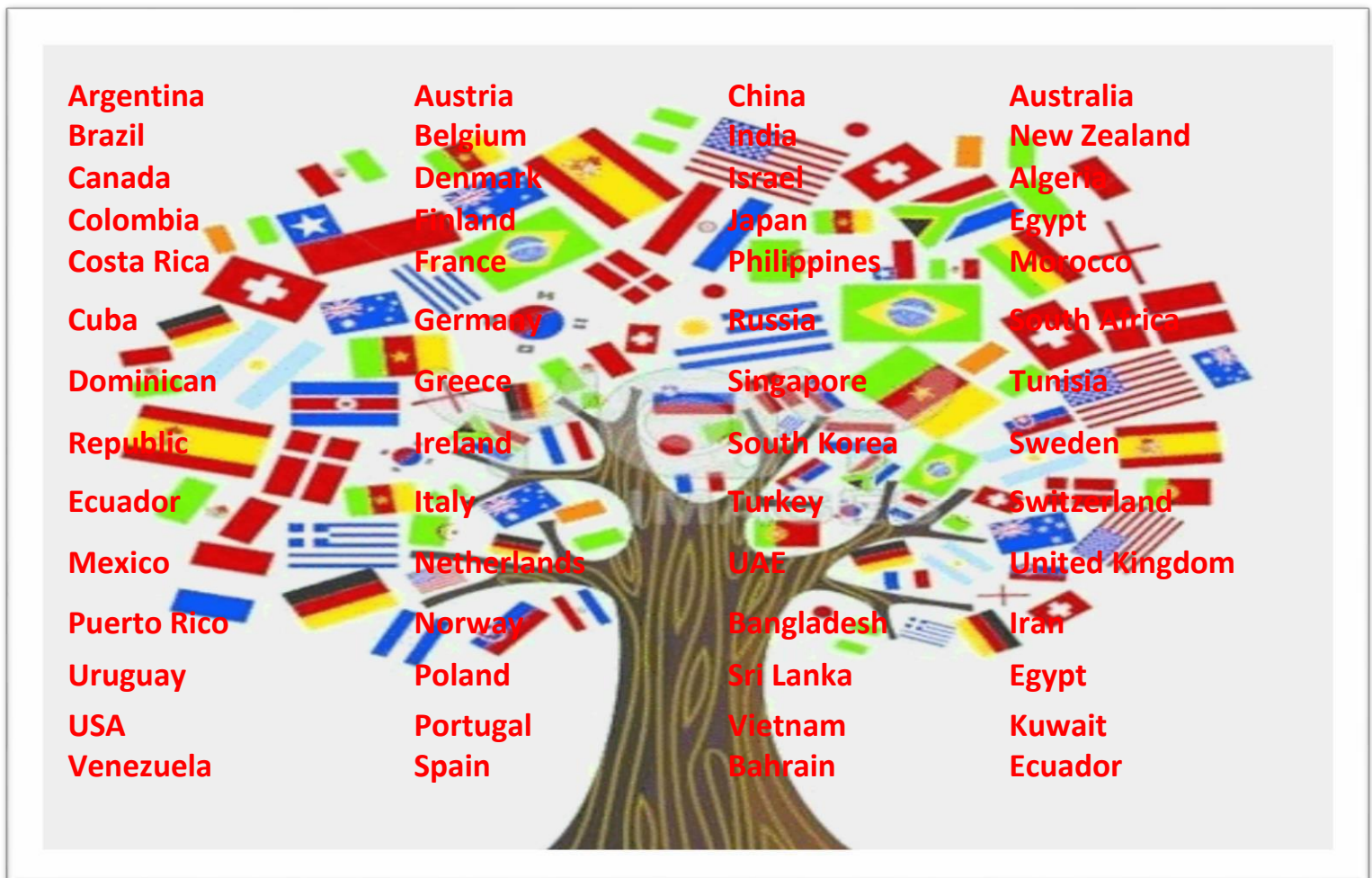
# MAGS Research

## INTRODUCTION

MAGS Healthcare is one of the leading global providers of Healthcare Market Research and intelligence services with expertise in Healthcare, Medical devices and Pharmaceuticals industry and offices in Hong Kong.

MAGS has presence and operations across 70 countries conducting Qualitative and Quantitative researches among Physicians, Nurses, Payers, Pharmacists, Patients and C-level executives.

### MORE THAN 50 COUNTRIES SUPPORTED

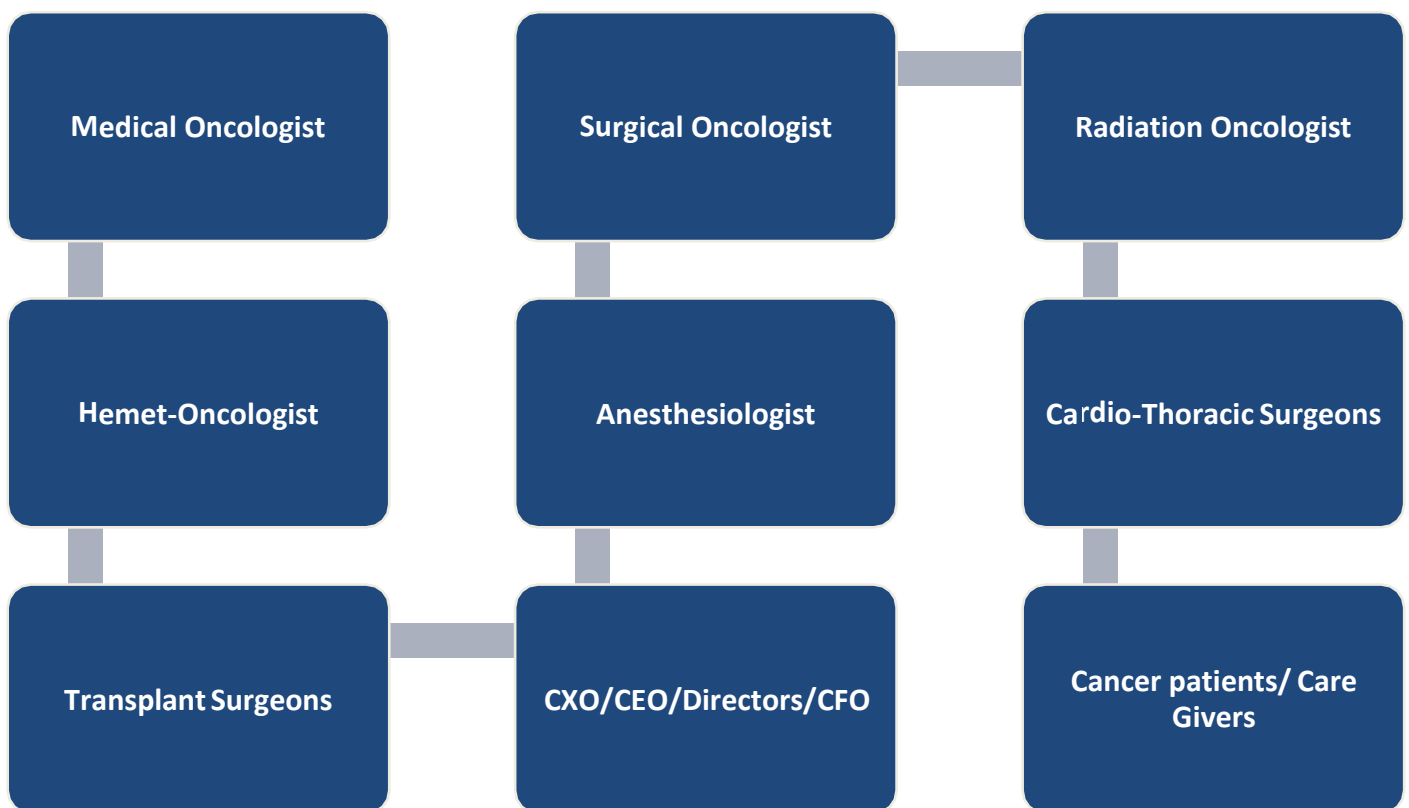


# PROFILING



**We have delivered numerous projects which were hard to reach audience in terms of different Geography, Country and Specialties hence making us 1 of the leading Healthcare Market research Company.**

## We have the best Healthcare Panel of Specialties and difficult to reach segments including:



We regularly update our Panel and Profile Healthcare professionals across 30 metrics so that we have the target respondents which clients need for the study.

## Panel Quality Check Measures:

To achieve High quality deliverables we implement stringent procedures for our panel members.

The panel members (Healthcare Professionals) are verified through various trusted sources before they participate in any survey

The HCP joining the Panel are screened before they are invited for the survey We implement IP and GeoIP check

Once the survey is completed by one respondent then the member is blocked for that particular survey

All eligible Panel members are invited through mails and calls to take the survey so that we can achieve the completes on time and making sure every opinion is documented

Upon reaching the end of the surveys the respondents are redirected to the Probe Healthcare URL and are checked for duplicates, while fraudsters, and speedsters are automatically tracked, checked and removed from the panel after confirmation

The contact details of the Healthcare Professionals are not disclosed to any third party under any circumstance

# Before Being Approved As A Member



## SUSPICIOUS ISPs

We aggressively watching and blocking suspicious users coming from hesitant internet service provider companies.

## BLACKLISTED SOURCES

Recruitment websites are thoroughly monitored and protected to attract the quality participants. We restrict the websites from sending poor and useless data in huge quantity.



## PROXY TRAFFIC

We constantly scrutinize and block suspicious trafficking (i.e., traffic that seems to be coming from users attempting to mask their origin).

## PROFILE DATA QUALITY

We have algorithms to identify respondent's quality profile, through which we restrict respondents from performing number of abnormal activities.



## BEFORE BEING ALLOWED TO COMPLETE A SURVEY

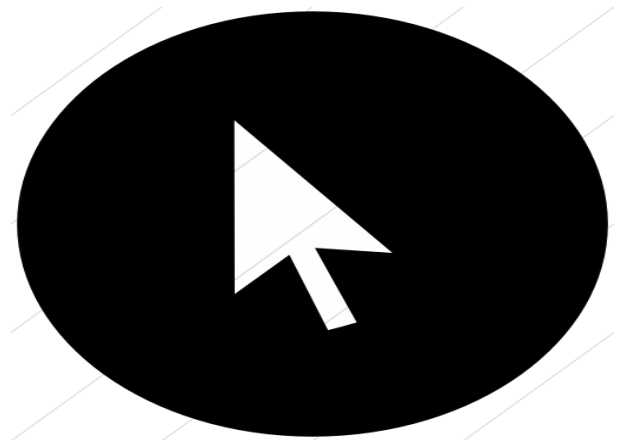


### PRE-SCREENER TRAPS

Every survey requires a pre screener to start off with, provided by client. If not provided, we provide our own randomly customized pre screener to the panelists. This pre-screener must be filled by the panelists to qualify the survey. By incorporating these pre-screeners we just try to make out the behavioral state like mental stability, understanding and attitude of the person who is participating.

### MOUSE MOVEMENTS

Our panelists' site is secured with SSL verification to avoid any abnormalities. Tracking unusual number of clicks on site.



## AFTER COMPLETING A SURVEY

# BEHAVIOURAL MONITORING

Our algorithms observe behaviors of each and every participant's strange and unusual activity such as high speed completion, number of clicks and contradictory responses.



Complete surveys according to LOI (length of interview)



Are consistently among the 5% of fastest responders.



Repeatedly fail the data quality pre-screeners.

MIXED RACE

4.2 %

6.3 %

ASIAN

2.3 %

OTHER

6.6 %

HISPANIC OR LATINO

ETHNICITY

65.7 %

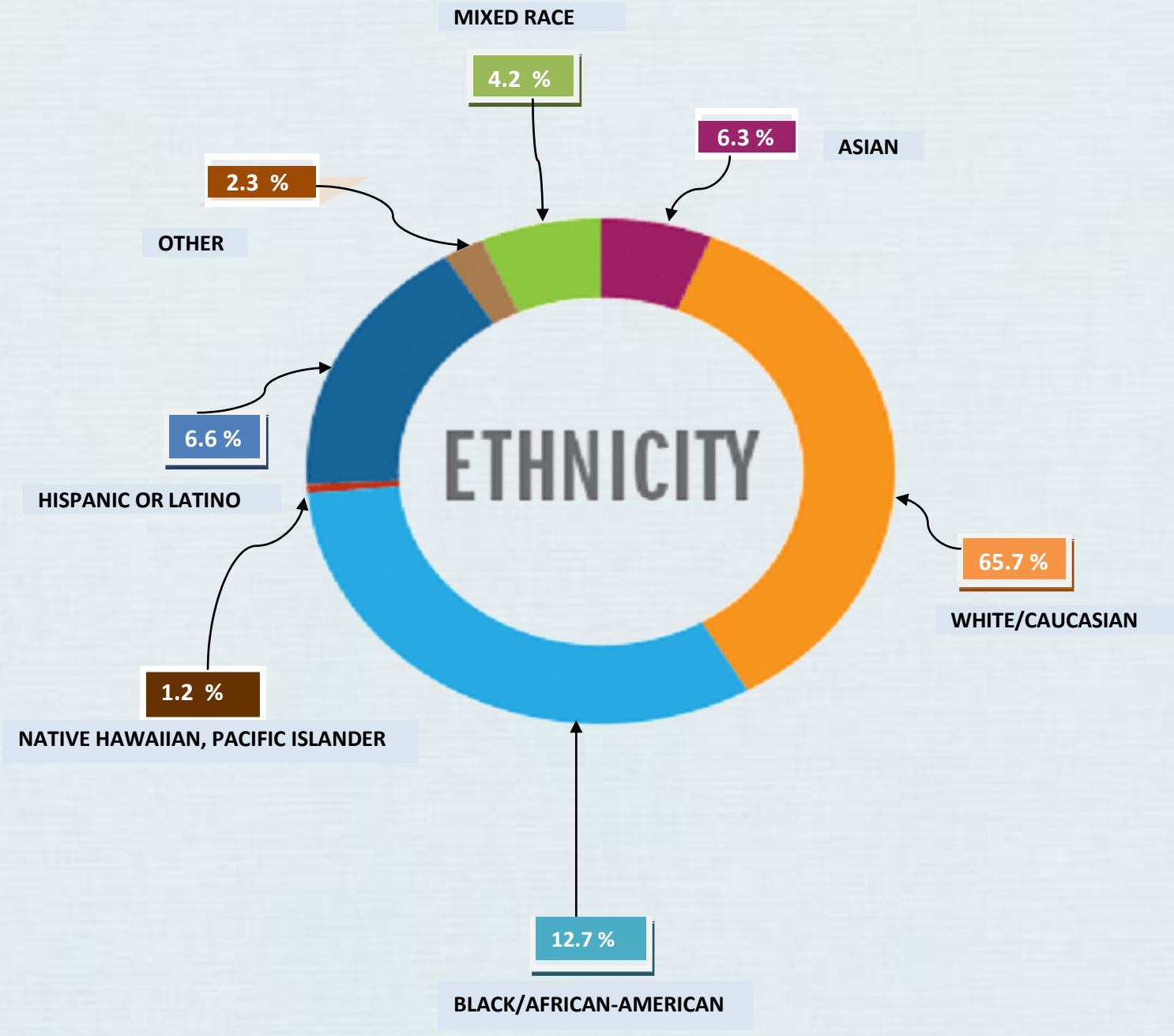
WHITE/CAUCASIAN

1.2 %

NATIVE HAWAIIAN, PACIFIC ISLANDER

12.7 %

BLACK/AFRICAN-AMERICAN



# PROFILING PARAMETERS

## DEMOGRAPHICS

### GENDER

Male  
Female

### BIRTHDAY

Month  
Day  
Year

### GEO-TARGETING / REGION

Zip code  
2-Digit State Code

### INCOME LEVEL

Less than \$24,999  
\$25,000 – \$49,999  
\$50,000 – \$74,999  
\$75,000 – \$99,999  
\$100,000 – \$124,999  
\$125,000 – \$149,999  
\$150,000 – \$249,999  
\$250,000 or greater  
Prefer not to answer  
Social Grade

### EMPLOYMENT STATUS

Full-time

[www.magsresearch.com](http://www.magsresearch.com)

### ETHNICITY

Caucasian / White  
African-American / Black  
Asian / Asian American  
Pacific Islander / Native American  
Hispanic  
Mixed Race  
Other  
Prefer not to answer

### COUNTRY OF RESIDENCE

United States  
Australia  
Brazil  
Canada  
France  
Germany  
Mexico  
United Kingdom  
Netherlands  
Italy  
Spain

### HOME OWNERSHIP

Own primary residence  
Rent primary residence  
Live with family member(s) in their residence  
Live in student / University housing  
Other

Part-time  
 Contract, Freelance or Temporary Employee  
 Self-employed  
 Semi-retired  
 Retired  
 Homemaker  
 Stay-at-Home Parent (care for child / children full-time )  
 Full-time Student  
 Part-time Student (working more than 30 hours per week)  
 Part-time Student (working less than 30 hours per week)

Unemployed  
 None of the above  
  
 Prefer not to answer

**MARITAL STATUS**

Single, never married  
 Engaged  
 Married  
 Living with Partner / Common Law  
 Separated  
 Divorced  
 Widowed  
 Civil Union / Non-traditional Partnership  
 Prefer not to answer

**EDUCATION LEVEL**

High School  
 Some College / University  
 Undergraduate Degree  
 Graduate Degree  
 Junior High or Middle School  
 Some High School  
 Prefer not to answer

**CHILDREN IN HOUSEHOLD**

Yes – They live with me  
  
 Yes – They do not live with me  
  
 No – I do not have children

**PRIMARY LANGUAGE**

Chinese  
 English  
 Spanish  
 Japanese  
 Arabic  
 French  
 German  
 Italian  
 Malay  
 Czech

# Physician's Specialty Panel :



Allergists & Immunologists	General Practitioners	Neurosurgeons	Opticians
Anesthesiologists	General Surgeons	Oral & maxillofacial Surgeons	Urologists
Cardiologists	Geriatrics	Orthopedic Surgeons	Vascular Surgeons
Cardiothoracic Surgeons	Hematologists	Pain Specialists	Veterinary Medicine
Colorectal Surgeons	Hematologists	Pediatricians	Gastroenterologists
Dental Hygienists	Infectious Disease Specialists	Periodontists	Nephrologists
Dentists	Intensive Care Specialists	Plastic Surgeons	Neurologists
Dermatologists	Internal Medicine	Podiatrists	Radiation Oncologist
Obstetrics / Gynecologists	Intervention	Psychiatrists	Surgical Oncologist
Medical Oncologists	Cardiologists	Pulmonologists	Endocrinologists
Ophthalmologists	Intervention Radiologists	Reproductive Endocrinologists	Neonatologists
Emergency Physicians		Rheumatologists	Radiologists

# Professional's Panel:



## Patients and Care Giver Panel:



*The quality & Standard of the survey data is improved on various factors i.e. searching ideal panelists to plan better job and eliminating the idle one. It ensures that the data is perfectly written .We take numerous steps to provide the extraordinary quality and service. Various steps are followed that take place every time when a person is accepted into our panel, before a panelist is offered a survey, and at last the panelist has completed the survey.*

## Panels Detail:





LIFESTYLE

# AUTOMOBILE OWNERSHIP

63 % YES

37 % NO



# PROFILING

## PARAMETERS

### LIFESTYLE

#### PETS OWNED

Bird  
Cat  
Dog  
Fish  
Reptiles / Amphibians  
Insects / Arachnids  
Small Animals (Hamsters, Gerbils, Mice, etc.)  
Horse  
Livestock (Goats, Pigs, Cattle, etc.)  
None of the above

#### AUTOMOBILE OWNERSHIP

Yes  
No

#### AUTOMOBILE YEAR

2015  
2014  
2013  
2012  
2011  
2010  
2009  
2008  
2007  
2006  
2005  
2004  
2003  
2002  
2001  
2000  
1999 or Older

#### AMOUNT OF GROCERY SHOPPING DONE PERSONALLY

All of it  
Most of it  
Some of it  
Only a small part of it

#### AUTOMOBILE TYPE

Hybrid Car  
Hybrid SUV  
Hybrid Truck  
Electric Car  
Crossover / Compact SUV  
Midsize SUV  
Fullsize SUV  
Luxury SUV  
Compact Sedan  
Midsize Sedan  
Fullsize Sedan  
Luxury Sedan  
Compact Pickup Truck  
Midsize Pickup Truck  
Fullsize Pickup Truck  
Heavy-Duty Pickup Truck  
Minivan / Van  
Wagon  
Hatchback  
Coupe  
Convertible  
Sports Car  
Other  
Does not apply to me

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# LIFESTYLE

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## AUTOMOBILE BRAND

Acura	Isuzu	Pontiac
AM Genera	Jaguar	Porsche
Aston Martin	Jeep	Ram Trucks
Audi	Kia	Rolls-Royce
Bentley	Koenigsegg	Saab
BMW	Lamborghini	Saturn
Bugatti	Land Rover	Scion
Buick	Lexus	Smart
Cadillac	Lincoln	Spyker
Chevrolet	Lotus	Subaru
Chrysler	Mahindra	Suzuki
Daewoo	Maserati	Tesla
Dodge	Maybach	Toyota
Ferrari	Mazda	Volkswagen
Fiat	Mercedes-Benz	Volvo
Fisker	Mercury	Other
Ford	MINI	
GMC	Mitsubishi	
Honda	Nissan	
HUMMER	Oldsmobile	
Hyundai	Panoz	
Infiniti	Plymouth	

**B2B**



**B2B**

# PROFILING PARAMETERS

**BUSINESS EMPLOYEE SIZE**

1-49  
50-249  
250-499  
500-999  
1,000-1,999  
2,000- 4,999  
5,000- 9,999  
10,000-49,999  
50,000+

**BUSINESS TRAVEL (WITHIN  
LAST 12 MONTHS)**

1-2 times  
3-5 times  
6-9 times  
10 or more times  
None

**OCCUPATION TITLE**

Board Director  
C-Level Executive  
Company Owner / Founder  
Junior Manager / Supervisor / Team Leader  
Middle Manager / Department Manager  
Non-managerial employee  
Partner  
Senior Manager  
None of the above

**OCCUPATION DEPARTMENT**

Accounting / Finance  
Administration / Management  
Administrative / Clerical  
Communications / PR  
Compliance / Risk Management  
Creative / Media  
Customer Services  
Design / Engineering  
Developer / Programmer  
Facilities / Maintenance  
Human Resources  
Information Technology (IT)  
Legal  
Logistics / Planning  
Market Research  
Marketing / Advertising  
Operations / Production  
Purchasing / Procurement  
Quality Assurance / Quality Control  
Research & Development  
Sales / Business Development  
Security  
Training & Education  
Warehousing / Shipping / Transportation  
None of the above  
Not Applicable

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## B2B

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### OCCUPATION INDUSTRY

Agriculture / Forestry / Fisheries  
Appliances or Home Furnishings  
Architecture / Building / Construction  
Automotive or related industries  
Computer Software / Hardware, Programming, Application Development  
Drugs or Pharmaceuticals  
E-commerce or Internet Commerce  
Education  
Electronics, Semiconductors, or Instrumentation  
Financial Services, Banking, Insurance  
Foods, Beverages, Packaged Goods, FMCG  
Governmental Agency  
Healthcare, Medical Services, Hospital, Medical Laboratory  
Hotel, Hospitality, Tourism  
Industrial Machinery, Equipment, or Products  
Legal Services  
Marketing, Advertising  
Medical equipment or medical devices  
Office Equipment or Business Machines  
Real Estate  
Restaurants and Food Service  
Retailing, Wholesaler, Distributor  
Services  
Systems and Networks  
Telecommunications  
Transportation  
Web Development, Hosting, or Internet Service Provider  
Other



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