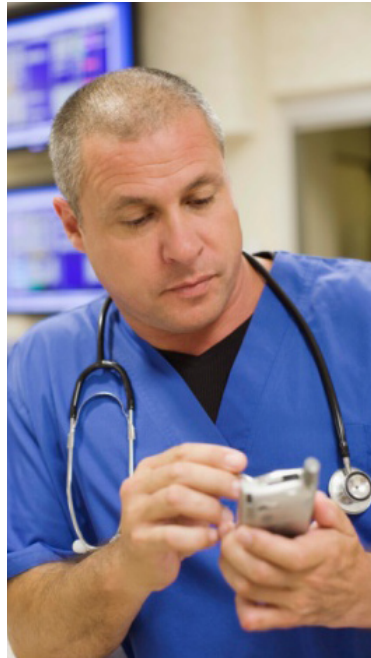


# PCN Innovates with new products



PCN continually innovates to harness the technologies physicians and clients are embracing

PCN is investing in ground-breaking research platforms, such as smartphone apps and webcam-enabled qualitative videos embedded in online surveys. We also allow you to benchmark your physician respondents against key marketing and technology attributes, and we use proprietary technology to give you immediate access to your physician data. This continuous innovation gives you the depth of understanding and on-demand access your work demands.



## Quant<sup>M</sup>: Mobile “in-the-moment” research

Smartphones are rapidly becoming indispensable tools for doctors of every type; a recent PCN survey showed that 61% of specialists (and 67% of PCPs) now have a smartphone – and 41% are already taking surveys on it.

PCN is tapping this technology by allowing you to survey professionals via a smartphone app. This mobile research allows you to capture “in-the moment” details of doctors’ habits and practices, and to incorporate photos, videos, and location-based elements. Our client service team will help you find the best way to make use of mobile research for your needs.

## Qual<sup>e</sup><sup>®</sup>: Qualitative video within quant surveys

Seeing and hearing your professional respondents provides a level of insight and richness that simple text answers cannot equal. We are harnessing webcam ownership among PCN members to allow you to incorporate video-based elements into quant surveys – at a fraction of the cost of traditional qualitative approaches. Webcam-enabled video allows you to obtain vibrant, unstructured or stream-of-

consciousness responses, incorporating interaction, multimedia stimulus, moderated probes and group moderation when needed.

## PCN Viewer: Instant access to survey results

PCN Viewer allows you to see real-time results from your physician survey. Our user-friendly online interface provides access to topline data, verbatim open ends, and fielding metrics such as cell completion. [Click here](#) to see a demo (Password = test).

## PCN Profile: Benchmark target physicians against their peers

Through PCN Profile, you can benchmark your target specialists on over 30 variables, ranging from sales and marketing access, to new product and technology adoption. Available data points include:

- ownership and use of smartphones and tablets
- attitudes and behaviors regarding sales reps
- detailing preferences – in person, phone, or e-detailing
- use of electronic medical records in their practice

[Click here](#) to see a complete list of data points available

## MD Express: Get “quick-pulse” feedback from key specialists

When a potentially disruptive news story or product hits the marketplace, you may need quick perspectives on how target prescribers are reacting. With PCN Express, you can get this immediate feedback at affordable prices and view your results online in real time.

Find out how innovations from PCN can help you win with clients.

**Rob Davies**

(973) 770-0844

[rdavies@pcnsurveys.com](mailto:rdavies@pcnsurveys.com)