



Get close to them as
fast as you can.
50HCPs, 2 days.

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 client's 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**.



Fast

Respond quickly to market challenges without delays and budget approvals

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



Product Development



Marketing



Business Development

How it works

- **Access** the most trusted healthcare panel in the industry...**Reckner Healthcare**
- **Ask your questions.** Qual, quant and combinations permitted
- **Include screening questions** as needed
- Get **real-time online access** to participant responses
- Projects move from **quote to completion** seamlessly

50H2.com

50H2@reckner.com





Choose qualitative, quantitative or a combination.

Qualitative

Answers to open-end questions are insightful, with prompts for detail when answers are too brief

An average response of 40 words per question

Customizable word count requirements by question

Allows for screening questions

3+ custom questions

Real-time online access to participant responses

Tried and true processes from survey invitation to data delivery

Quantitative

A variety of questions can be used - sliders, point scales, multiple-choice, etc

Easily downloadable Excel results, charts and cross-tabulations

Allows for screening questions

Includes up to 8 survey questions

Real-time on-line access to participant responses

Tried and true processes from survey invitation to data delivery



From the industry's most trusted healthcare panel

Allergy
Anesthesiology
Dermatology
Endocrinology
Gastroenterology
General surgery
Infectious disease
Nephrology

Neurology
Obstetrics & gynecology
Oncology
Ophthalmology
Optometry
Orthopedic surgery
Otolaryngology (ENT)
Pain Management

Pediatrics
Pharmacist
Plastic surgery
Primary care
Psychiatry
Pulmonology
Rheumatology
Urology

We have access to many more healthcare professionals than are listed here. Please contact us if you don't see the specialty/title in which you are interested.

50H2.com

50H2@reckner.com

