Patient & Medical Professional
US Online Panel
Since 2003, Panel Direct (Formerly Focus Forward Online) has provided superior quality, targeted, high response online panelists for all types of research. Our panel is rapidly becoming the first choice for all US based studies where targeting and robust responses are a key element of the research.

Providing high value audiences, we collect hundreds of data points and get right to the perfect research participant with speed and accuracy.

Ensuring Your Success

We offer quite a few services throughout the research lifecycle that are unique. Starting right from our call center recruiting process and ending with how we incentivize panelists, we are:

• Mixed Mode Panel Recruitment
• Our call center is the backbone of our panel building and supplemented by traditional online advertising methods
• Validated Panel – First Name, Last Name & Physical Address
• Incentive checks/rewards mailed to a physical address ensures that panelists are who they say they are; just another layer in our commitment to data quality
• Dedicated Project Management from our Research Professionals
• High Quality Sample
• Programming & Hosting
Panel Direct’s multi mode access to physicians and medical professionals is the broadest reach to ensure that every possible avenue is pursued to complete your project. Using double opt-in panel, faxed invitations and our call center, Panel Direct is more than a panel. We are a complete solution that maximizes completes for your medical projects.

Access to over 500,000 medical professionals including:

- 300,000 Physicians
- 30,000 Nurses
- 50,000 Dentists
- 25,000 Pharmacists

**PHYSICIANS**

- Addiction Specialist
- Allergy & Immunology
- Anesthesiology
- Cardiology
- Dermatology
- Emergency Medicine
- Endocrinology, Diabetes & Metabolism
- Family Practice
- Gastroenterology
- General Practice
- Geriatrics
- Infectious Disease
- Internal Medicine
- Medical Genetics
- Nephrology
- Neurological Surgery
- Neurology
- Nuclear Medicine
- Obstetrics & Gynecology
- Oncology
- Ophthalmology
- Optometry
- Orthopedics
- Otolaryngology
- Pain Specialists
- Pathology
- Pediatrics
- Physical Medicine & Rehabilitation
- Plastic Surgery
- Preventive Medicine
- Psychiatry
- Radiology
- Rheumatology
- Surgery
- Urology

**NURSES**

- Allergy & Immunology
- Anesthesiology
- Cardiology
- Dentistry
- Dermatology
- Emergency Medicine
- Endocrinology, Diabetes & Metabolism
- Gastroenterology
- Geriatrics
- Hematology
- Infectious Disease
- Nephrology
- Neurological Surgery
- Obstetrics & Gynecology
- Oncology
- Ophthalmology
- Orthopedics
- Otolaryngology
- Pediatrics
- Physical Medicine & Rehabilitation
- Plastic Surgery
- Primary Care (IM, FP, GP)
- Psychiatry
- Pulmonary
- Radiology
- Rheumatology
- Surgery
- Urology

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Customer Quotes

“I wanted to drop a quick note to say how thrilled we were in the quality of respondents and the data that was compiled through the use of Panel Direct on our last project. Because of the outstanding data, we’re excited to bring to market a new service for which we’ve now identified an absolute and immediate need. We’re anxiously awaiting the opportunity to partner together on an upcoming project.”

“Thanks to your detailed targeting and profiling, we’ve been able to close all projects that other panel companies passed on. You’re team is truly the best!”

“I’m not sure how you were able to turn this project around so quickly, but your team really helped me out of a bind on our last project. From having your quote to me within half an hour to the project being tested and in field within the hour, allowed me to deliver my project to our client on time. You’re a real life saver.”

“Panel Direct has been an absolute pleasure to work with. Everyone has always been able to answer any questions that I have and their pricing is extremely competitive. I’m always confident in referring my colleagues to Panel Direct.”

Our dedicated experienced research professionals are excited to work with you on your next project for the best possible results!

Contact our team at RFP@paneldirectonline.com.

You can anticipate a confirmation of your bid request in less than one hour. We have a companywide goal of feasibility and pricing available with same day turnaround whenever possible to ensure the highest probability of you submitting the winning bid to your client.

Once entrusted with your project, our dedicated team members who are well versed in project management will be a valued asset throughout the process.

We are excited to be working with you!

Panel Direct