

## COMPANY PROFILE

1. What experience does your company have in providing online samples for market research?

M3 Global research is an online community of healthcare professionals and healthcare consumers interested in staying at the forefront of medical research and news. M3 Global Research has offered targeted market research programs for the pharmaceutical industry since 1999 (first as MDLinx and now as M3 Global Research). M3 Global Research members choose to receive invitations and participate in breakthrough market research surveys.

M3 Global Research is the Market Research division and a subsidiary of M3 Inc. a public company with subsidiaries in major markets including USA, UK, Japan, S. Korea, Russia, and China.

## SAMPLE SOURCES AND RECRUITMENT

2. Please describe and explain the type(s) of online sample sources from which you get respondents. Are these databases? Actively managed research panels? Direct marketing lists? Social networks? Web intercept (also known as river) samples?

M3 Global Research uses internal database of more than 1,000,000 healthcare professionals worldwide for sampling. Also, M3 Global Research exclusively partners with other market research companies to meet demands of healthcare clients in the industry. The partners go through very selective vetting process as well as training on M3 Global Research ISO certification and market research industry standards to make sure all provide the best service to clients.

### **M3 Global Research uses the following channels for panel recruitment:**

- Professional conferences
- Direct Mail via AMA verified USMD database
- Online recruitment targeted at AMA verified USMDs
- Email, faxing, mailing lists of verified partners

All of our panel members are managed online through a patented, internal, proprietary system, which is ISO 26362 certified since 2011.

- 3.** If you provide samples from more than one source: How are the different sample sources blended together to ensure validity? How can this be replicated over time to provide reliability? How do you deal with the possibility of duplication of respondents across sources?

M3 Global Research is the largest panel of specialists in the USA and the largest healthcare panel in Japan. With our 100% ownership we verify and de-dup the panel. Ideally, M3 Global Research would be the only provider of physician studies; however, we will work with clients to de-dup surveys that may be fielded with more than one panel.

- 4.** Are your sample source(s) used solely for market research? If no, what other purposes are they used for?

Yes, M3 Global Research panel members are used exclusively for market research.

- 5.** How do you source groups that may be hard to reach on the internet?

Physicians/healthcare professionals are the most difficult group to reach online and even more difficult are the specialists. This is an area where M3 Global Research excels and focuses its recruitment efforts. All recruited physicians are verified prior to starting an online market research study. Physicians are able to choose their specialty/ subspecialty at the time of registration and are targeted for market research studies based on their specialty and subspecialty. M3 Global Research has an office in London, UK which includes call center, where field workers can reach any specialists over the phone if that is the preferred way to be reached by a member. In addition, M3 Global Research finds trusted partners, educates them on market research quality standards and works with these partners to reach hard-to-reach audiences.

- 6.** If, on a particular project, you need to supplement your sample(s) with sample(s) from other providers, how do you select those partners? Is it your policy to notify a client in advance when using a third party provider?

M3 Global Research uses extensive partner vetting process, which meets ISO 26362 International Standard requirements. All partners are carefully selected and presented the standard as well to insure all recruiting parties provide the best possible service to the clients.

M3 Global Research sales and bidding staff provides notification to the clients in advance, at the quote stage, of possibility of using partners and who those partners might be. The de-duplication process is done by project management staff of M3 Global Research on every study when partners are involved in recruitment.

## SAMPLING AND PROJECT MANAGEMENT

### 7. What steps do you take to achieve a representative sample of the target population?

M3 Global Research does not use the term 'representative' when it comes to healthcare panel.

### 8. Do you employ a survey router?

M3 Global Research uses its patented proprietary system to run surveys, which includes survey management and partner/ supplier management.

### 9. If you use a router: Please describe the allocation process within your router. How do you decide which surveys might be considered for a respondent? On what priority basis are respondents allocated to surveys?

When registering to be on the healthcare panel, physicians identify their profession, specialty and subspecialty. Then, physicians are verified for providing correct information by the verification team. M3 Global Research patented Market Research system allows project managers select specific groups of people who identified themselves as targeted group. Also, the system can break respondents by gender, geographical region, practice type, etc.

### 10. If you use a router: What measure do you take to guard against, or mitigate, any bias arising from employing a router? How do you measure and report any bias?

M3 Global Research MR system is programmed to randomly select targeted sample to eliminate biases in sending sample.

**11.** If you use a router: Who in your company sets the parameters of the router? Is it a dedicated team or individual project managers?

M3 Global Research project managers are carefully trained and use MR system to send samples every day.

**12.** What profiling data is held on respondents? How is it done? How does this differ across sample sources? How is it kept up-to-date? If no relevant profiling data is held, how are low incidence projects dealt with?

First, at the registration process, the basic information is collected from the potential member.

**Basic Information for Verification:**

- Name (first, last)
- Email address
- Mailing address
- Profession
- Medical specialty
- Medical subspecialty
- ME/DEA number
- Gender
- Age

Secondary Profiler questions are also asked, but not required. **The following information is collected as a secondary profiler questions which allows for better targeted invitations for market research studies:**

- Secondary profession
- Secondary specialty
- Employment type
- Country
- Lives covered by insurance organization (for insurance organizations)
- Number of beds in hospital
- Type of practice
- Role in current place of employment
- Board certification year
- Year of graduation
- Percent of patients covered by different types of insurances
- Number of patients seen per month
- Highest level of education
- Location of employment

- Gender
- Languages spoken
- Willingness to take part in different types of research

M3 Global Research members can update their user data and profiling questions at any time by logging in to their M3 Global Research accounts.

For low incidence projects, the specified screeners are used to identify the right target.

**13.** Please describe your survey invitation process. What is the proposition that people are offered to take part in individual surveys? What information about the project itself is given in the process? Apart from direct invitations to specific surveys (or to a router), what other means of invitation to surveys are respondents exposed to? You should note that not all invitations to participate take the form of emails.

M3 Global Research panel members are invited to participate through an email invitation.

The default language always includes Length of Interview, honorarium amount, survey link and deadline. Wording is included that there are qualifiers that might lead to disqualification and subsequent termination from the survey. Additional languages can be added to the text if special instructions are necessary for more complex surveys. Reminders are also sent to those panel members who have not yet accessed the survey. The Invite System can send invitations in English, as well as German, French, Spanish, and Italian languages.

M3 Global Research also has the ability to send invitations by fax or employ London office call center.

**14.** Please describe the incentives that respondents are offered for taking part in your surveys. How does this differ by sample source, by interview length, by respondent characteristics?

Participating M3 Global Research members are awarded monetary incentives for successfully completing a survey only. The incentive varies between one to three dollars per minute based upon specialty and length of survey. Other existing conditions that may drive up the incentive include a low incidence rate or the urgency to complete a study. Incentives are issued by check and are audited prior to distribution. Also, M3 Global Research financials are audited every year by an external third party.

- 15.** What information about a project do you need in order to give an accurate estimate of feasibility using your own resources?

All available information about a project will help in providing accurate feasibility report, for example, countries a project should be held in, mean of interviewing, profession, specialty, length of the proposed interviews, other critical information about targets.

- 16.** Do you measure respondent satisfaction? Is this information made available to clients?

M3 Global Research has a hotline set up for physicians to call with their survey number and get immediate assistance as well as an email address that goes to dedicated customer service team to assist members. Per client request, this information can be available to any client.

- 17.** What information do you provide to debrief your client after the project has finished?

Upon clients' requests, M3 Global Research may provide the number of respondents who started a survey, number of respondents who screened out, number of respondents who got over quota message, number of completes, average length of interview, and certifies the sample is made up of unique qualified individuals who have been triple verified for the highest quality. M3 Global Research also provides other data that is requested by a client with the exception of personal identifiable information.

## DATA QUALITY AND VALIDATION

- 18.** Who is responsible for data quality checks? If it is you, do you have in place procedures to reduce or eliminate undesired within survey behaviours, such as (a) random responding, (b) illogical or inconsistent responding, (c) overuse of item non-response (e.g. "Don't Know") or (d) speeding (too rapid survey completion)? Please describe these procedures.

When M3 Global Research programs a survey per client request, the programming staff members do collect and analyze data for quality issues. M3 Global Research also monitors for duplicates, fraud, and abuse throughout the survey process. In addition, M3 Global Research performs a validation check at the conclusion of each project, confirming all respondents are verified and acceptable.

M3 Global Research works with clients as project data is reviewed and removes speeders and straight liners. These respondents are removed from any Market Research participation forever as M3 Global Research has a one strike policy for fraudulent answers.

**19.** How often can the same individual be contacted to take part in a survey within a specified period whether they respond to the contact or not? How does this vary across your sample sources?

M3 Global Research contacts each respondent up to 3 times in the course of a study. After 3 times, the respondent is not considered for future contacts for that study. M3 Global Research tracks the history and actions of each respondent, who are on panel. Those that are from mail or fax methodologies are typically contacted once; up to 2 times during the course of the study due to limited field time we have available for our studies.

**20.** How often can the same individual take part in a survey within a specified period? How does this vary across your sample sources? How do you manage this within categories and/or time periods?

The MR system has a capability to limit participation to one completed survey every 30 days. It is done upon clients' requests.

**21.** Do you maintain individual level data such as recent participation history, date of entry, source, etc., on your survey respondents? Are you able to supply your client with a project analysis of such individual level data?

M3 Global Research collects very detailed behavioral and participation information about an individual, then applies panel rules to that information. M3 Global Research also uses the participation information to drive predictions of future interest in studies for feasibility. The technology used for this predictability is within the feasibility calculator which is a patented piece of technology. In exception to personal identifiable information, the other history of participation information can be provided to clients upon request.

- 22.** Do you have a confirmation of respondent identity procedure? Do you have procedures to detect fraudulent respondents? Please describe these procedures as they are implemented at sample source registration and/or at the point of entry to a survey or router. If you offer B2B samples what are the procedures there, if any?

M3 Global Research uses a three-step-verification process before, during, and after a market research study. Initially we use the DEA, NPI, or Medical Education number to review a physician's registration information at the time of registration. In Japan, we use the DCF number as approved by their government and in UK – GMC number is used for verification. In other countries, specific medical numbers are used as well to verify physicians. We have identified and verified 96% of the physicians on our US panel and working on getting to 100% in EU. Only verified physicians are invited with a unique encrypted key to participate that excludes duplicates in the panel. The respondent provides information for the honoraria once they have completed the survey. The information from initial verification and final confirmation must match perfectly otherwise the staff receives a fraud alert. All clients are informed if fraudulent responders are found and they are replaced at no cost to the client. Our current fraud rate is 0.12% or 1 in 800 respondents. All projects go through Quality Assurance and the physician sample is certified. At the close of each survey campaign, several cross checks (email address, name, mailing address, length of interview participation time) are verified. Those respondents who are evaluated to be fraudulent are removed from the database with a strict one strike policy.

## POLICIES AND COMPLIANCE

- 23.** Please describe the 'opt-in for market research' processes for all your online sample sources.

M3 Global Research panel members can sign up to receive Market Research invitations and be on the panel through filling out registration form and putting a check mark where they are asked if they are interested in participating in market research studies.

- 24.** Please provide a link to your Privacy Policy. How is your Privacy Policy provided to your respondents?

M3 Global Research considers the privacy of its users to be of utmost importance and works to protect it. M3 Global Research uses personal user information for internal purposes only. M3 Global Research does not sell

or share this information with third parties. For comprehensive information about the steps that M3 Global Research takes to respect this privacy please read our Privacy Policy at <http://m3globalresearch.com/privacypolicy.cfm>. Privacy policy link is included in the registration page, on website, as well as invitation letters to participate in MR surveys.

## 25. Please describe the measures you take to ensure data protection and data security.

All data from our system are stored in a firewalled, password protected Oracle database on a private network. Routine backups are preformed, encrypted, copied to an offsite server farm and written to tape before being transported to a secure offsite location to facilitate disaster recovery. All information released needs to be cleared by Chief Privacy Officer. M3 Global Research follows data protection and security laws and regulations that are outlined by ISO 26362 standard.

## 26. What practices do you follow to decide whether online research should be used to present commercially sensitive client data or materials to survey respondents?

M3 Global Research is following rules, regulations and standards of Market Research industry – CASRO, MRA, MRS, EphMRA. M3 Global Research is audited every year for compliance to these rules and regulations.

## 27. Are you certified to any specific quality system? If so, which one(s)?

Yes. M3 Global Research holds ISO 26362 Market Research Standards certification since 2011 and applies the quality management system which covers all the requirements of ISO 26362 International Standard and documents the M3 Global Research's organizational structure. A quality manager is appointed at M3 Global Research, in US and EU offices, who has authority to be responsible for the administration of the whole research process management system and who is responsible for organizing internal audits in order to ensure that this International Standard is applied.

## 28. Do you conduct online surveys with children and young people? If so, do you adhere to the standards that ESOMAR provides? What other rules or standards, for example COPPA in the United States, do you comply with?

No, we do not.