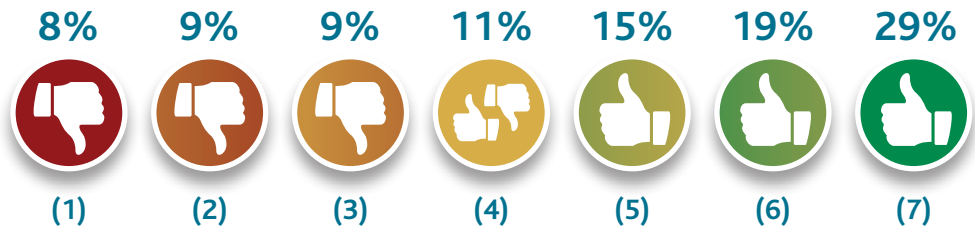
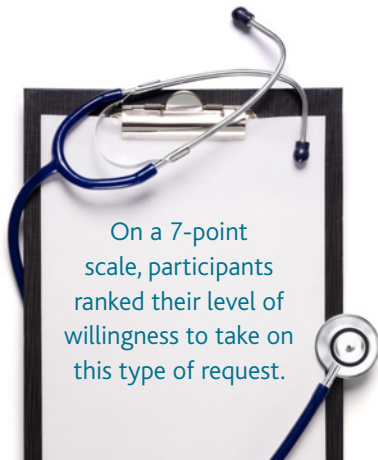
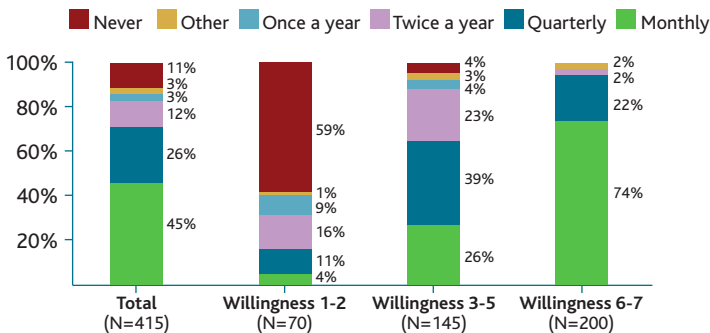


Are Physicians Willing to Have Their Patient's Medical Histories Monitored?

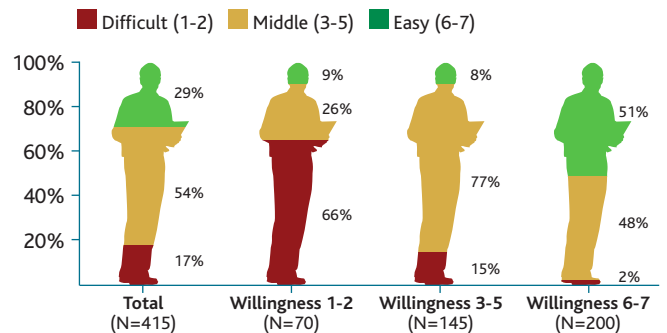
In June 2011, using our internet-based tool *OlsonOnline™* and proprietary healthcare database, Olson Research surveyed more than 400 US-based primary care physicians to better understand their level of willingness in completing a medical history form for their patients and having this information included in a market research survey.



When asked how often they would be willing to participate with an assumption of 5 patients per month:



Participants ranked their estimated level of ease or difficulty in recruiting patients for this type of study



Of those physicians that rated a 1-3 response, the following were indicated for not willing to participate:



It is worth noting that:

- Physicians would expect an average compensation of \$121 per patient and that each patient might expect to receive \$49 for their compensation. Of those physicians surveyed, 23% believed that compensating the patients was not necessary.
- Physicians were willing to recruit an average of 27 patients for a study, while those participants that were highly willing to participate would be able to recruit an average of 42 patients.