

OLSON RESEARCH SPECIALTY FOCUS

DERMATOLOGY

Reach with Dermatologists and Other Related Stakeholders

5,000 US Dermatologists with email addresses in our HCP Database

In the past 18 months, over 1,200 unique Dermatologists have responded to a research study invitation from Olson Research



Access to other Dermatology Stakeholders such as:

- Physician Assistants
- Nurse Practitioners
- Registered Nurses
- Office/Practice Managers
- Reimbursement Specialists
- Key Opinion Leaders
- Patients

Dermatology Research Topics



- Botox
- Psoriasis
- Psoriatic Arthritis
- Topical Skincare
- Ultherapy
- Rosacea
- Melanoma
- Skin Cancers
- Topical Corticosteroids

Dermatology Methodologies

- Visual Aid Testing
- Sales Aid Testing
- In-person depth interviews
- Web-assisted depth interviews
- Telephone depth interview
- Online quantitative surveys

Sample sizes up to 250 Dermatologists



Recent Dermatology Project Example



- A recent quantitative and qualitative project regarding Epidermolysis Bullosa (EB), a rare skin condition. (An estimated **25,000 to 50,000 people** have EB in the United States)
- For this project, we recruited 20 patients to participate in a quantitative online survey and follow up phone interview.

To access these patients, we partnered with patient support groups and associations, working directly with the patient population to recruit participants and maintain relationships with the patient groups.