

Medix Uses Globalpark To Glean Insights From Over 20,000 Opinion Leaders

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Globalpark, a leading provider of panel community and survey software, has become the preferred feedback management platform for leading independent market research consultancy, Medix.

By using Globalpark technology, the company is able to measure the opinions of a niche audience “healthcare professionals” on a range of topics and thus provide valuable custom research to its pharmaceutical clients.

Working with Globalpark ensures the company can effectively manage a 20,000+ member research panel to glean accurate insights from a hard to reach niche audience.

It also allows the research team at Medix to enjoy a more flexible approach in building questionnaires, fielding across multiple languages, and performing data analysis in real time.

“Using Globalpark has been extremely beneficial to Medix. It allows easy management of a large panel featuring members of numerous professions, as well as helping us to meet the research needs of our clients with flexible and rapid data collection and results production.” comments Rino Coladangelo Chief Executive.

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Healthcare in and of itself continues to be a hot topic globally, and there has been a surge of activity to better understand the market dynamics.

“Medix has done an astounding job gaining access to a group of people that are notoriously difficult to reach” we are happy to play a part in that,” comments Alex Wilke, Managing Director at Globalpark UK Ltd. Â

About Globalpark

For further information, please visit www.globalpark.com

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