



The National Psoriasis Foundation Presents:

## 2007 Psoriasis Survey Panel

### *Marketing and Disease Perspectives*

The National Psoriasis Foundation offers you the opportunity to support and take advantage of our unique access to those living with psoriasis and psoriatic arthritis. This marketing survey panel allows organizations to learn comprehensively about the quality of life, experiences, needs and treatments of the psoriatic community nationwide.

#### **Methodology**

The panels will be offered two times a year (Spring/Fall) with respondents surveyed via the Web and by phone. Respondents have been randomly selected to participate in this on-going research from random sources and include both members and non-members of the National Psoriasis Foundation. Each wave, half the respondents will be surveyed via phone and via email. Recruitment will be ongoing to offset panelist attrition and to keep the pool of respondents fresh.

**Bi-annual Waves** [n=400 per wave/n=800 annually] with:

- Moderate-to-severe psoriatic disease [n~300 per wave]
- Psoriatic arthritis [n~100+ per wave]
- Gender balance: 200 male/200 female
- Membership in Foundation: ~200 members/200 non-members
- Age-stratified

#### **Panel Content**

- Standard questions (tracking disease experience) are asked each wave and available to subscriber
- Quality of life indicator (PQoL-12) will be asked of all participants annually
- Subscriber-sponsored questions: Limited number of proprietary questions each wave
- Comparative analysis with 2001 Benchmark Survey available

All panel members are asked an initial series of benchmark questions. Key questions are tracked longitudinally through every wave. Longitudinal questions reflecting specific areas of clinical and benchmarking interest will be inserted as appropriate. Special sponsor-driven questions are inserted. Some custom questions are wholly proprietary for three years. Data from standard questions can be made available to all subscribers.

#### **The Offering**

Level	Subscription	Term	Offering
Option A	\$20,000	Annum	Full report of all data, two-panel waves; six custom questions per wave; two telephone consults/special data requests
Option B	\$15,000	Annum	Abbreviated report of data, annually; 3 custom questions.
Option C	\$6,000 ea/\$10,000	Annum	Standard data report.

*For information on subscribing to this market research service, please contact Barbara Zolty at 503.546.8385; bzolty@psoriasis.org*