



GET CLOSE TO HCPs *AS FAST AS YOU CAN.*

Need to talk to healthcare professionals but don't have the time or resources for a comprehensive research project? 50H2 is your solution. 50H2 was inspired by our clients' need to access healthcare professionals quickly and affordably. Leveraging Reckner Healthcare's trusted and engaged panel, 50H2 gives you quick feedback from your target audiences.



Respond quickly to market challenges without delays and budget approvals.



Get valuable information at a fraction of the cost of a full-service study.



Make educated, confident decisions on everything from product to business development.



Send your questions & target audience. We program, field and send results!

Product
Development

Marketing

Business
Development

HOW IT WORKS

Access to the most trusted healthcare panel in the industry... Reckner Healthcare.

Ask your questions. Qual, quant, and combinations permitted.

Include screening questions as needed.

Get real-time online access to participant responses.

Projects move from quote to completion seamlessly.



CHOOSE QUALITATIVE, QUANTITATIVE, OR A COMBINATION.

QUALITATIVE

Answers to open-end questions are insightful, with prompts for detail when answers are too brief.

An average response of 40 words per question.

Customizable word count requirements by questions.

Allows for screening questions.

Max of 10 custom questions. Should take 5 or less minutes to answer.

Real-time online access to participant responses.

Tried and true processes from survey invitation to data delivery.

QUANTITATIVE

A variety of questions can be used – sliders, point scales, multiple-choice, etc.

Excel results and cross tabulations.

Allows for screening questions.

Includes up to 8 survey questions.

Real-time online access to participant responses.

Tried and true processes from survey invitation to data delivery.

RECRUIT ANY SPECIALITY YOU NEED.

Allergy
Anesthesiology
Dermatology
Endocrinology
Gastroenterology
General Surgery
Infectious Disease
Nephrology
Neurology

Obstetrics & Gynecology
Oncology
Ophthalmology
Optometry
Orthopedic Surgery
Otolaryngology (ENT)
Pain Management
Pediatrics
Pharmacist

Plastic Surgery
Primary Care
Psychiatry
Pulmonology
Rheumatology
Urology
and many more!

EXPERIENCE RECKNER

We deliver the best respondents for your research, every time.