

WHAT ABOUT WOMEN'S HEALTH?

You may be surprised to hear that heart disease, previously thought of as a men's health concern, is actually the number one threat to women's health! Here are the top concerns for female wellbeing.

IN COMPARISON TO MEN'S HEALTH



More likely to have osteoporosis than a man



The average number of years in which women outlive men worldwide



Heart disease, often thought to be a men's health issue, is the #1 health concern of women globally

THE TOP OFFENDERS



High Blood Pressure



Smoking



High Cholesterol



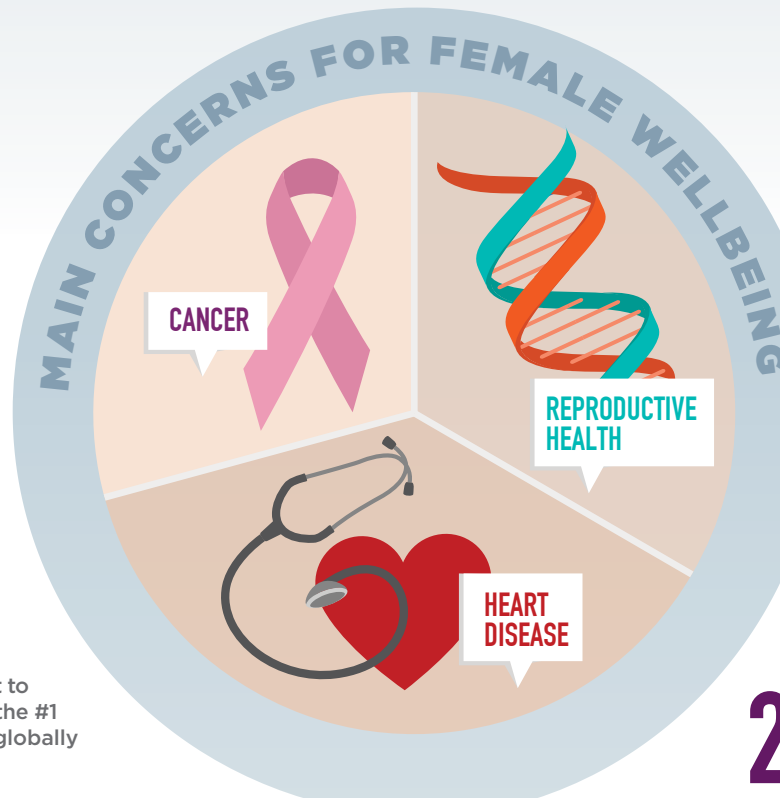
Obesity



Diet Lacking in Fruits & Veggies



Physical Inactivity



FOR WOMEN AGED
20~59
breast cancer

is the leading cancer affecting women globally, with cervical cancer as a close second.

PEOPLE WITHIN OUR REACH

In addition to female patients, *Research Now*® can connect you with a full spectrum of physicians, healthcare professionals and caregivers specialising in women's health.



AFFECTING WOMEN WORLDWIDE

1 IN EVERY 10

women is affected by endometriosis during the reproductive years.

(That's 176 million worldwide)

SOURCES: World Health Organization Endometriosis.org NHS

RESEARCH NOW CAN HELP YOU GAIN DEEPER INSIGHTS INTO WOMEN'S HEALTH RELATED PRACTICES, TREATMENTS AND SENTIMENTS.

Research Now® Women's Health Panel

a global resource for creating in-depth insights into consumer ailments

Research Now can provide profiling for the following Women's Health topics. Targeting varies by locale.

Anaemia | Osteoarthritis | Breast cancer | Cervical cancer | Endometriosis | Infertility | Menopause Osteoporosis | Uterine cancer | Ovarian cancer | Heavy periods | Yeast infections | Number of children | Child age | Pregnancy trimester | Hormone replacement

HER2+ BREAST CANCER ONCOLOGIST WAVE STUDY	
PURPOSE	The study intended to analyse awareness and usage of new classes and therapies related to breast cancer, specifically the treatment method of newly diagnosed HER2+ breast cancer patients and the physicians' plans for prescribing 1st-4th line therapy treatments.
TARGET	<ul style="list-style-type: none"> • Respondents must be Hems, Hem Oncs, and Oncs (practicing for 3-30 years) • Respondents must be treating patients with HER2+ breast cancer
RESULTS	The survey length was 15 minutes and ran successfully for 5 waves over the course of 6 months, resulting in N=1,000 completes.

UTERINE FIBROID AND ENDOMETRIOSIS STUDY	
PURPOSE	This study sought to validate the planned package design for a new contraceptive care product in 15 different markets.
TARGET	<p>Respondents must be from Japan, Russia, US, Brazil, Canada, UK, Spain, Italy, China or Germany</p> <ul style="list-style-type: none"> • Respondents must be women of fertility age (18-45 years) • Respondents must be representative of the general population of women
RESULTS	Research Now was able to script, translate and field the study within 12 days, and even delivered additional completes than was originally quoted, for a total of N=1,500 completes. The length of the study was 35 minutes.

OSTEOPOROSIS AND OSTEOPENIA PATIENT STUDY	
PURPOSE	The study sought to evaluate the effect of supplements taken for osteoporosis, specifically to prevent fractures associated with the disease.
TARGET	<p>Respondents must be one of the following:</p> <ul style="list-style-type: none"> • Females with undiagnosed osteoporosis and osteopenia; must take Calcium/Vitamin D supplements for bone health on advice from their doctor • Females diagnosed with osteoporosis or osteopenia, both pre-fracture and post-fracture • Fielded in the US, UK, Italy and Germany
RESULTS	The survey length was 30 minutes. All N=350 completes were achieved on Research Now's proprietary panels.

WOMEN'S HEALTH STUDY	
PURPOSE	The intent of the study was to segment and measure the market for contraceptives and infertility treatments in five countries.
TARGET	<p>Respondents must be one of the following:</p> <ul style="list-style-type: none"> • Women ages 18-70 using contraceptives • Women ages 50-70 undergoing menopause • Women ages 27-44 experiencing infertility • Fielded in the US, Chile, Brazil, China and Argentina
RESULTS	The survey length was 30 minutes and fielded successfully over the holidays (Nov 25-Dec 13) for two consecutive waves. The incidence ranged from 3-35%. All N=1,500 completes were achieved on Research Now's proprietary panels.