

Premium Market Research Sample Provider


Over a Decade of Experience
95% Research Focus
Global B2B & B2C Reach
Healthcare & Tech Expertise


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About MedPanel Junction

MedPanel Junction Technology LLP delivers high-quality online samples globally through its flagship Panel Junction platform. Specializing in B2B and B2C research with deep vertical expertise in healthcare, technology, finance, and consumer behavior.

 **10+** Years of experience delivering premium online research samples globally

 **95%** Of operations dedicated solely to market research, ensuring focused expertise

Core Experience & Differentiators

Market Research Excellence

MedPanel Junction delivers superior sample quality through industry expertise, specialized panels, and rigorous quality controls. Our client-focused approach ensures reliable results for the most demanding research needs.

10+
Years of
Global Sample
Expertise

95%
Market Research
Focus


B2B & B2C
Vertical
Specialization

Beyond premium sample provision, MedPanel Junction offers a comprehensive suite of market research services designed to power insights from start to finish.

Full-Service Offerings



Full-service capabilities including survey programming, hosting, analytics, and data tabulation

B2B

Healthcare KOL interviews, expert panels, and specialized qualitative recruitment for focus groups and IDIs

Global

Translation and localization services for multi-country research initiatives in major markets

Sampling Team & Training



Experts

Specialized Team:

Our dedicated data science and sampling operations team brings extensive backgrounds in statistics, data analytics, and market research methodology.

 **100%**

of our frontline Project Managers are trained in quota logic, profiling filters, and client communication protocols, ensuring smooth project execution and client satisfaction.



Quarterly

Continuous Training:

All team members undergo regular training on sampling best practices, feasibility forecasting, dynamic quota balancing, and non-response bias mitigation.

Sample Sources: Overview

Our balanced recruitment strategy ensures diverse, representative samples. Every source undergoes rigorous validation for real, unique participants through layered verification protocols and quality monitoring.

60-70% Proprietary Panels

Double opt-in verification

20% Exclusive Partners

Loyalty programs & affiliates

10-15% Verified Networks

Compliance-certified sources

Recruitment Process & Channels

Invitation-Only Approach

Our recruitment is highly controlled with premium sources to ensure quality. We avoid probabilistic methods, focusing instead on verified, opted-in participants from trusted partners.

Opt-in landing pages with rigorous verification

Airline & hotel loyalty program partnerships

Professional organizations & business portals

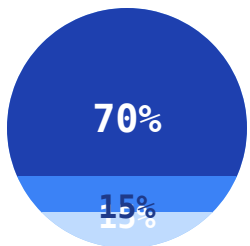
Selective referral programs with quality controls

Sample Validation & Access



Ensuring Real, Unique Participants:

- ✓ Email & Mobile OTP Verification
- ✓ Geo-IP Verification
- ✓ Device Fingerprinting
- ✓ CAPTCHA & Honeypot Traps
- ✓ Profile Consistency Checks
- ✓ Duplicate Detection via Hashed IDs



PanelJunction.com (desktop & mobile): 70%

Panel Junction App (Android & iOS): 15%

Partner Domains (loyalty-based portals): 15%



Survey Access Methods:

Our proprietary panel members access surveys through multiple channels, ensuring convenience and maximum reach across all demographics and technology preferences.

Sample Blending & Transparency

We provide complete visibility into our sample composition and sources, ensuring you always know exactly what's behind your data.



Full transparency by country, source, and blend ratio



Client control to opt in/out of specific sources



Comprehensive blending reports at project end

source-level transparency provided on all projects, with weekly source

Suitability by Source Type

Matching Research Needs with Optimal Sources

Panel Junction strategically matches research objectives with the most appropriate sample sources. We recognize that different study types require different recruitment approaches to achieve optimal results and data quality.



Proprietary Panels
Ideal for longitudinal & re-contact studies



Intercepts
High-incidence
Perfect short duration
experts
& niche segments



Loyalty Programs
Best for general population & fast-turn

Sampling Process: End-to- End Flow

Our intelligent sampling methodology ensures representative panels, optimized quotas, and high-quality respondents. Each step in our process is monitored in real-time to maximize feasibility while maintaining strict quality controls.



**Survey
Profiling**

**Survey-specific matching based
on research needs**



**Quota
Targeting**

**Demographic filters aligned
with census data**



**Multi-Source
Routing**

**Transparent source selection
for optimal feasibility**

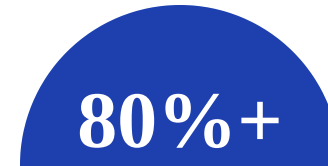


**Quota
Monitoring**

**Real-time management with soft
locks and weighting**

Our comprehensive profiling capabilities and sophisticated feasibility engine deliver accurate sample forecasting, ensuring your research targets are met with precision and efficiency.

Profiling, Feasibility & Quota Management



Demographic coverage on proprietary panels, including age, gender, region, education, income, occupation, and device type usage

CI

Feasibility engine provides upper and lower bound estimates with confidence intervals based on historical completion rates

24/7

Real-time adjustments for incidence rates, drop-out patterns, mobile compatibility, and quota balancing throughout

Project Continuity & Routing

Ensuring Project Success

We prioritize project continuity through transparent communication and intelligent routing. When challenges arise, we proactively identify solutions and maintain clear client communication throughout the process.

Prompt client notification within 12-24 hours
if feasibility challenges arise

Managed service model with dedicated project
managers

Smart routing by fit score, quota priority,
and panelist protection

Direct invite-only routing for specialized
B2B and healthcare studies

Participant Experience & Incentives



Before starting a survey, participants are informed of the topic, estimated time (LOI), incentive value, and any special requirements



Dynamic incentive logic automatically boosts rewards for hard-to-reach quotas, long surveys (>20 minutes), and during panel fatigue periods



Post-survey satisfaction tracking measures clarity, LOI accuracy, technical issues, and overall experience—data used to

Post-Project Reporting



Demographics

Sample Composition:

Comprehensive breakdown of respondent demographics, source attribution, and survey completion metrics to ensure sample quality and representation.



Performance

Quota & Metrics:

Detailed analysis of quota performance, critical dropout points within the survey flow, response rate tracking, and incidence rate verification.



Customized

Reporting Options:

Flexible reporting templates provided in advance for client review, with options for custom performance metrics and specialized analyses upon request.



100%

transparency in project delivery with complete documentation of methodology, sampling approach, and data quality measures. All clients receive comprehensive debrief reports as standard practice.

Data Quality & Validation

Ensuring Sample Integrity

MedPanel Junction employs a multi-layered approach to data quality, combining participation controls, comprehensive tracking, and rigorous identity validation to ensure samples maintain the highest integrity standards for research reliability.



Participation
Frequency
Controls



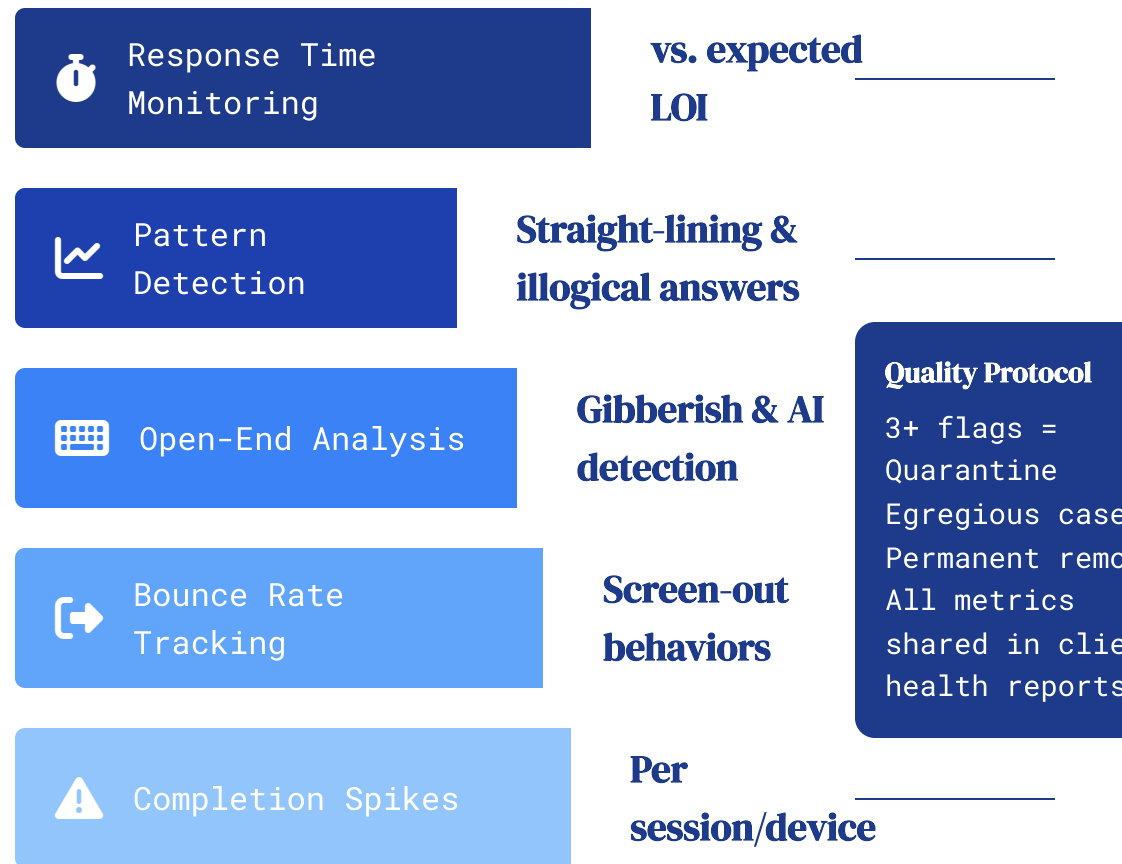
Identity
Verification
& Validation



Comprehensive
Metadata
Tracking

Panelist Quality Monitoring

Our comprehensive quality control system tracks respondent behavior in real-time. Advanced algorithms detect suspicious patterns, with flagged participants reviewed by our QA team. This multi-layered approach ensures only high-quality participants remain active in our panels.



Compliance & Data Protection

Our rigorous compliance framework ensures your research data is handled with the highest levels of security and privacy, meeting global regulatory standards.



data protection by design with role-based access controls, encryption,

Panel Junction maintains comprehensive reporting dashboards with detailed metrics tracking, available on demand for each project or by country, audience, and partner source.

Metrics & Reporting



Key metrics tracked including completion rates, rejections, account health, device types, and quota fill rates

100%

Transparency with source-level reporting, including owned vs. intercept breakdowns and cohort tenure analysis

Custom

Tailored reporting available for client auditing, including source effectiveness comparison, drop-out analytics and satisfaction metrics

Your Trusted Partner for Quality Market Research Sampling

Contact & Next Steps

Ready to partner with MedPanel Junction Technology for your next market research project? Contact our team for sample feasibility assessment, custom quotations, or to schedule a capabilities demonstration.

Website

www.paneljunction.com

Email

privacy@paneljunction.com

Phone

Global Support Hotline