



## P R E S S   R E L E A S E

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### **RE: EU Health Launches Healthcare Panels in Cint Panel Exchange**

EU Health has formed a new partnership with leading online market research technology company Cint, a global expert in delivering innovative sampling and panel management tools for research professionals and software providers in the market research and data collection sector.

Cint's growth is in no small part due to the rapid uptake of the Cint Panel Exchange. Launched in 2004 it brings together providers and buyers of online research through a secure, high quality platform with adherence to international industry guidelines for online research. It provides market research businesses with ready access to over 2.5 million individuals across 37 countries and 10,000's of interviews are completed on a daily basis.

The alliance is intended to marry together EU Health's comprehensive database of healthcare professionals throughout the 27 countries in the EU, with Cint's conduit into a global online marketplace, providing an accessible yet unique source of

premium sample for what is a highly valued and influential target group for researchers

Richard Thornton, Managing Director of Cint's UK operation comments, "This is a significant development in the next phase of Cint Panel Exchange as we shift gears and start to tie up strategic partnerships with best in breed companies across a number of key verticals. Alongside B2B sample for buyers of online research, the Medical Healthcare segment is a premium sector and we already see high demand for a robust, high quality and creditable source of medical healthcare professionals, something that EU health brings in abundance. Initially we will focus on connecting panels in the core European markets like the UK, France and Germany, but over the next 12 months we hope to be in a position where most of the inventory is available in the marketplace and the Cint Panel Exchange is seen as the source for procuring medical healthcare professionals for research purposes."

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## FURTHER INFORMATION

### About EU Health

EU Health was formed in the UK in 2000 to provide detailed vocational information on healthcare professionals across the European Union. EU Health is strict in its policy of maintaining an opt-in database and its records are rigorously maintained by researchers throughout Europe. Today, EU Health holds data on over 250,000 healthcare professionals across over 500 clinical functions. For more information contact John Curley at [j.curley@euhealth.net](mailto:j.curley@euhealth.net).

### About Cint

Cint formed in Sweden in 1998, is a software company that produces and sells market leading, innovative online research products for businesses and organizations involved in market research. The company specializes in SaaS, web-based software offering efficient, user friendly online sample management and access, as well as online panel management products that are accessible worldwide 24/7. Headquartered in Stockholm, Sweden, Cint has offices across Europe and the USA. For more information please contact Chris Clarke at [pressrelease@cint.com](mailto:pressrelease@cint.com).