

— ALL PROJECTS POWERED BY —

SHC's HealthTech AMPTM

A research management interface custom-built for healthcare market research

At SHC, we pride ourselves on our continued commitment to pioneering innovation technology solutions. For over a decade, SHC has been rolling out customized tools to solve each new challenge presented by the ever-evolving healthcare market research landscape. Today we offer all those solutions under one powerful and proprietary technology platform – **SHC's HealthTech AMPTM**. Every project SHC works on utilizes HealthTech AMPTM as our internal research management interface, allowing our team full flexibility to incorporate each application, as needed, at any time throughout the project life-cycle.



The **HUB** pioneered panel management for supplemental sampling when it was introduced as an industry-first-technology in 2012. It works by seamlessly integrating additional recruiters into SHC's expert fielding effort, upon client request. The HUB expands SHC's vast global reach to effectively create the most flexible sampling platform for the most difficult recruitment efforts. No matter how many fielding partners are involved, the HUB will verify if a respondent has already completed a survey in real time, eliminating the prospect of duplication. The result is the largest possible quotas, fielded quickly and within budget, spearheaded by a single SHC point-person.



List Mirror is used to overcome common list match difficulties that would otherwise hinder successful fieldwork. The technology will optimize any list for matching by broadening the identifiable factors through curated algorithms and append additional information through third party databases (NPI, ME, and AMA). Through this multi-step process our proprietary global panel will produce an unparalleled match for our client's on-list research. When in-field, List Mirror utilizes third party sources and our socio-demographic panel data to enhance the quality of the list for optimal performance. The result is accurate and guaranteed feasibility estimates at the proposal stage and 30% more on-list completes in field.



AUTHENTIC ID

Authentic ID is a custom-built, patent-pending technology that identifies duplicate responses, as well as false positives. This always-on-application prevents duplicate entries from re-entering a study by tracking multiple data points. In addition, the common mistake of flagging incorrect removals is eliminated by leveraging SHC's robust panel profiling data. Authentic ID enhances your data integrity by moving beyond the scope of existing boxed solutions or the reliance on IP address alone, into a more robust and thoughtful state-of-the-art alternative. The result is the most qualified completes on your study, without compromising our commitment to Perfect Data.



PM ASSIST NEW!

PM Assist is a tool utilized by SHC project managers to schedule automated study updates to all clients, internal contacts, and additional partners. This dynamic application allows for full customization of all data points and contact groups at any time, for a more efficient, streamlined correspondence throughout the fielding process. The result is a steady stream of pertinent updates to all key stakeholders, enabling project managers to focus on high priority tasks and not communication logistics.



EMAIL RELAY NEW!

Email Relay enables our clients to communicate with respondents while maintaining complete anonymity. When clients request to contact a panel member in regard to their study, they can now do so easily, without any concerns of a PII breach. We achieve this by generating a unique alias in place of the respondent's actual email address, providing a compliant and controlled means for communication. The result is access to pertinent information that is required to fulfill your project, in a safe and timely manner.