



Access the highest quality survey panel of infection prevention professionals available.

The APIC Online Panel for Market Research was developed to allow organizations who provide infection prevention-related products and services with an option to effectively target and survey those in the field.

Keep a pulse on what infection preventionists (IPs) are thinking and doing—and ensure accurate research is informing your organization's decisions and strategy.

## Advantages of the APIC Panel include:



### **SPEED**

Through the Peer-Panels platform, surveys are turned around in 48 hours or less.



### **VALIDATION**

All samples are comprised of verified APIC members. Individuals are pre-screened and have agreed to share their expertise.



### **COST-EFFECTIVENESS**

Reach your audience in the most cost-effective way: fees are \$70 to \$150 per response (sample fee + honoraria).



### **SUPPORT**

Use a third-party developer for your survey or rely on the Peer-Panels platform to develop your survey. Optional survey analysis and focus groups are also available.\*

*\*Additional fees are required for survey development and optional services.*

## READY TO GET STARTED?

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