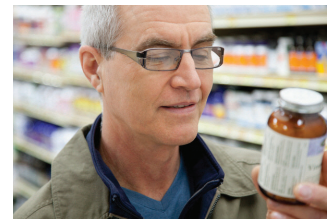


## The Relevance of “Reality Research” to Healthcare and Pharmaceutical Marketers

Video Chat Network is a qualitative research company that specializes in “**Reality Research**.” The power of Reality Research is learning how HCPs and patients/caregivers behave, think and feel in their everyday “lives,” with respect to the conditions with which they are involved. We create the opportunity for “Reality Research” by using VCN’s virtual cameras or our respondent’s own cameras and capture the moments, as they happen in real time. In this way, VCN connects with HCPs and patients/caregivers in their comfort zones, without the artificial restrictions posed by traditional qualitative research.



**real time mobile video  
chatting on location**

Through the convergence of **new video based technologies** and a digitally savvy respondent community, a whole range of qualitative research applications has emerged that foster Reality Research. Moderated video chats are the starting point, with virtual ethnography, website navigation, peer-to-peer, mobile device and blog based methodologies following suit.

Through our **virtual toolbox** we can tap into these various methodologies to garner real insights from real people in real time by:

- dropping in on HCPs and patients/caregivers from around the globe in the comfort of their homes for chats
- going on personal “guided” tours of their online world
- watching movies they’ve made for us about how conditions and treatments fit into or change their lives
- video chatting with patients/caregivers in real time when they are at a destination such as a doctor’s office or pharmacy
- listening in on their talking with their family, support group or colleagues in our “un-moderated” chats
- learning amazing things from multimedia blog posts they do for us

# VIDEO CHAT NETWORK

**Real Insights. Real People. Real Time.**

**And it does not stop there.** VCN takes additional steps to deliver the highest quality product possible to our clients. The consistent, hands on involvement and extensive account planning and pharma expertise of Rachel Geltman (VCN's founder) comes into play to make sure that every project is seamlessly executed and insights are translated to actionable, and often unexpected, recommendations for each and every client. Additionally, our integration of video into our end-deliverables brings insights to life in a unique way and is key to how VCN makes every project relevant/real.



**deliverables with integrated video bring insights to life**

Finally, VCN is an efficient alternative to traditional qualitative research. Overall project timelines tend to be much shorter than those with traditional qualitative research and costs are lower. This is enabled via a streamlined recruiting process with video-chat-ready

HCPs and patients/caregivers and no travel required for our projects. With no travel, it's not only our respondents who can participate in their comfort zones, but our clients can, too!

**VCN has experience conducting projects with Doctors, HCPs, Patients and Caretakers across a wide range of medical conditions, including:**

Allergies

Alzheimer's

Athletes Foot

Birth Control

Cancer (lung, breast, skin)

Chemotherapy

Crohn's/Colitis

Diabetes

Eye care (drops, solutions, glasses, contact lenses)

Exocrine Pancreatic Insufficiency

Heartburn/GERD



**"Digital Doctors" enjoy participating in VCN chats**

Heart Disease/Strokes

Hepatitis C

Hormone Replacement Therapy

Hypothyroidism

Leukemia/Lymphoma

Osteoporosis

Over Active Bladder

Restless Leg Syndrome

Smoking Cessation

**If you would like to learn more about VCN please check out our website at [videochatnetwork.net](http://videochatnetwork.net)**