



M3 GLOBAL RESEARCH

M3

The background is a solid dark blue color. In the lower right quadrant, there is a faint, light blue illustration of a mountain range with a winding road that leads up a hillside. The text "Certified Quality" is overlaid on the right side of the image.

Certified Quality

Certified Quality



POST SURVEY

audits/QA on every project

MRA PRC

(Professional Researcher Certification) is required for all of our US Project Managers

PUBLICLY TRADED COMPANY

audited by PricewaterhouseCoopers, yearly

FIRST PANEL TO BE ISO26362 CERTIFIED BY CIRQ

(CASRO Institute of Research Quality)

FIRST HEALTHCARE PANEL ISO27001 CERTIFIED



Best Practices and Technology Audited Yearly in the USA by PricewaterhouseCoopers



ISO set standards that often become law



M3 Quality Commitment

- M3 adheres to:
 - CASRO Code of Standards and Ethics
 - EphMRA Code of Conduct
 - MRA Code of Marketing Research Standards
 - ICC/ESOMAR International Code of Marketing and Social Research Practice
 - BHRIA Legal and Ethical Guidelines for Healthcare Market Research
 - MRS Code of Conduct
 - [ESOMAR 28 Questions](#)



ISO 26362 Certification



- Certified in 2011 and audited annually
- Provides recruitment process transparency to the client
- Ensures consistent quality across all projects
 - M3 maintains triple verified active healthcare panel
- Regular auditing of processes and procedures provides efficiencies translating to time and cost savings for clients

Panel Management

ISO 26362 Certification

- Ongoing 2-way communication between M3 Global Research and Panel Members
- Panel members meet the following criteria:
 - Recruited from documented source
 - Provided appropriate information for initial confirmation of identity
 - Provided profile data at recruitment
 - Given explicit consent to participate in research surveys according to the terms and conditions of panel membership agreement
- To be considered active, Panel Members must have participated in at least one survey and updated profile data within the last 12 months

Documentation

ISO 26362 Certification

- Records and documents are established and maintained to provide evidence of traceability
- All electronic files are monitored by up-to-date virus detection software
- Each project has a unique file that contains all documents related to a project: questionnaires, data files, specification and requirements for a project
- All records established to provide evidence of conformity to research process management system and project requirements are retained for 2 years

Employee Training

ISO 26362 Certification

- M3 Global Research determines required competence level for personnel performing work affecting project requirements
- M3 provides training or offers other means to help employees achieve the necessary competence level
 - US Project Management team members obtain and maintain Professional Researcher Certification from Market Research Association
 - EU Project Management team members trained annually on BHBIA legal and ethical guidelines and adverse events
 - M3 maintains appropriate records regarding education, training, skills and experience for all market research staff

Subcontracting/Outsourcing

ISO 26362 Certification

- M3 Global Research retains overall responsibility for all services carried out in connection with the project that may be outsourced/subcontracted
- M3 Global Research has precisely defined procedures for selecting subcontractors, establishing contractual relations and controlling the quality of the services provided
- All subcontractors are evaluated on a quarterly basis

Panel Recruitment

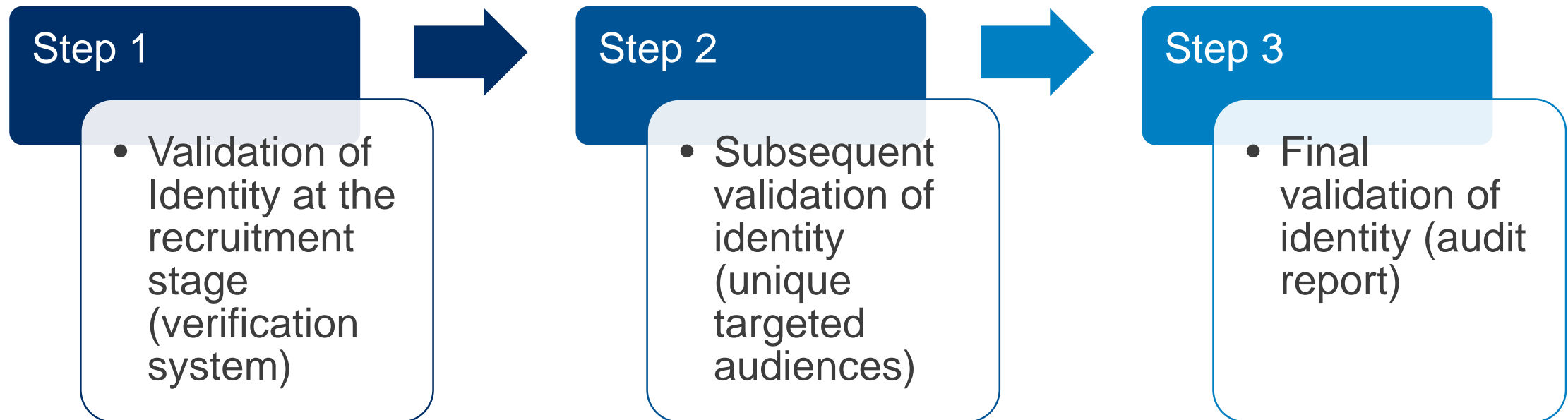
ISO 26362 Certification

- M3 Global Research ensures the confidentiality and security of all personal data (PII) relating to panel members
- M3 does not provide data in an identifiable form to any third party without explicit consent from the panel member
- On request, M3 Global Research will disclose, to clients, the methods of recruitment for each panel member or sample group and the recruitment sources used

Verification of Identity

ISO 26362 Certification

M3 Global Research utilizes an exclusive ‘triple verification’ process to ensure the authentic identity of each physician



Panel Communication

ISO 26362 Certification

- M3 Global Research maintains an ongoing relationship with all panel members
- Panel members receive:
 - Semiannual profile update alerts
 - Email alerts to inform physicians regarding changes to privacy policy or the availability of new services
 - Email invitations to ‘active’ panel members for participation in market research studies – members must participate in at least one MR study per year to remain ‘active’

Access Panel Usage

ISO 26362 Certification

■ Sampling

- Sample is selected based on qualification questions provided by the client and released based on the behavior targeting system
- Option to select by specialty and subspecialty
- Based on client preference, Project Managers can either soft launch to test screening criteria or move to full launch
- Project Managers monitor the status of each study in the MR system on an ongoing basis

Access Panel Usage

ISO 26362 Certification

- Frequency of participation
 - Project Managers monitor frequency of participation by excluding users that have completed a survey in the past 30 days
 - Project Managers access the user history report that shows and tracks details of each respondent using their unique user ID

Access Panel Usage

ISO 26362 Certification

- Research Project Invitation
 - Members are invited to market research surveys via email
 - Each invitation provides information specific to that particular survey, including length of time to complete and compensation paid upon successful completion
 - All invitations provide a link to the privacy policy as well as a statement indicating personal information is used for internal purposes only

| Monitored Status of Studies

- Project Managers monitor
 - Number of
 - Invitations delivered
 - Respondents that screen out
 - Completes
 - Overquotas
 - Incidence Rate
 - Response Rate
 - Average number of minutes to complete
 - Abandon rate

| User History Reporting

- Project Managers access
 - All studies panel members participated in
 - Status (Complete, Screened, Overquota, State) for each study
 - Date and time of access
 - Personal identification information
 - Survey ID numbers to identify the response to each survey invitation
 - Link assigned to each user for each survey
 - IP address used for each study

Client Reporting

ISO 26362 Certification

- In cases where output data is provided to the client prior to the cut-off date, appropriate notification and warnings are included as to the limitations of data based on partial and non-validated responses
- Client reporting Upon project completion includes:
 - Participation invitation(s) and questionnaire(s)
 - Sampling methods
 - Research (fieldwork) period
 - Validation methods
 - Participation rates (including method of calculation)
- Results delivered to client in the form and with the content as described in the research proposal. Data can be provided in Text, Excel, and SPSS formats and can include total results or subtotal by specialty

Certificate

Certificate of Compliance



This certifies that
M3 Global Research
Fort Washington, USA

holds Certification Number: 1002
and operates a Quality Management System in compliance with ISO 26362

Scope of Certification:
The M3 Global Research certification to ISO 26362 covers the operation and management of an online panel of specialist physicians and healthcare professionals in the USA and Europe called MDLinx. M3 Global Research provides online panel and project management services for online market research projects. Survey programming and data collection services are also offered by M3 Global Research.

This certification covers M3 Global's global headquarters location in Fort Washington, PA, USA and its EU headquarters location in London, UK.

Original Issue Date: February 1, 2011
Latest Issue Date: March 10, 2014
Expiration Date: February 1, 2017

Signed:

Jennifer Ward
Managing Director

The CIRQ certification mark is the property of the CASRO Institute for Research Quality and is subject to the restrictions and requirements established in the Terms of Use for the CIRQ Certification Mark as referenced in the CIRQ Quality Manual.

CIRQ (CASRO Institute for Research Quality) | 170 North Country Road | Suite 4 | Port Jefferson, NY 11777 USA

ISO 27001 Certification

Information Security + Privacy



- At M3 Global Research, we care about security and strive to employ the best practices for information security. We are ISO 27001:2013 certified, which exemplifies our commitment to information security in a continuous improvement environment.
- Our ISO 27001 certification demonstrates our commitment to information security and privacy at every level. Key functions include:
 - Systematically evaluating our information security risks
 - Managing security risk by designing and implementing information security controls
 - Ensuring information security controls meet our information security needs on an ongoing basis
- Compliance with ISO 27001, validated by an independent third-party audit, confirms that our information security management program is comprehensive and follows leading security practices. This certification provides assurance for our clients evaluating the breadth and strength of our security program.

EU-U.S. Privacy Shield Certification



- M3 Global Research certified as of 08/12/2016
- The EU-U.S. Privacy Shield Framework was designed by the U.S. Department of Commerce and European Commission to provide companies on both sides of the Atlantic with a mechanism to comply with EU data protection requirements when transferring personal data from the European Union to the United States in support of transatlantic commerce.
- Enforced control requirements include:
 - Maintaining data integrity and purpose limitation
 - Ensuring accountability for data transferred to third parties
 - Transparency related to enforcement actions
 - Cooperating with the Department of Commerce for inquiries and requests
- We are stringent in ensuring all the data we're trusted with remains protected. The EU-US Privacy Shield Framework will make sure that American companies, including M3 Global Research, are responsible for all the data they collect and store so consumers remain safe.

| United Kingdom Compliance

- BHRIA Adverse Event Reporting Training Certificates for all EU staff
- ICO Registration
 - Registration Number: Z2391887
- EU Safe Harbor Certification

| France Compliance

- All bids submitted to the CNOM for permission 4 weeks in advance
- Solicit consent on every study; report the rules of the French government after study completion
- Once approved, study is launched and a list of fields are submitted to the French website
- For any study involving fielding in France, M3 assumes responsibility for full compliance with Loi Bertrand
- M3 reports any profession as required

France Compliance

- M3 Global Research will provide respondent data to CNOM upon completion of the study
- M3 will report information every 15 days, as required
 - Name
 - Address
 - Hospital
 - Topic
- M3 privacy policy allows disclosure of participants when required by law
- M3 will secure an agreement (developed by ASOCS) for each French HCP to participate and agree to disclosure

| Detail of Submission

- Study Characteristics

- Study Topic
- Short summary of the study
- Methodology
- Number of Physicians involved: (feasibility)
- Healthcare professions / specialties involved
- Time in field
- Length of Interview
- Incentive Offered

Fields Submitted

M3 GLOBAL RESEARCH REGISTRATION ID	ENTREPRISE_IDENTIFIANT
Respondent ID	LIGNE_IDENTIFIANT
Type of respondent (HCP/Association)	BENEF_CATEGORIE
Respondent Name	BENEF_NOM
Respondent Surname	BENEF_PRENOM
Respondent Profession	BENEF_QUALITE
Respondent Address 1	BENEF_ADRESSE1
Respondent ZIP	BENEF_CODEPOSTAL

RESPONDENT CITY	BENEF_VILLE
Respondent Country	BENEF_PAYS
Respondent Title	BENEF_TITRE
Respondents Medical ID Number	BENEF_IDENTIFIANT_VALEUR
Type of payment (Compensation or Gift)	LIGNE_TYPE
Date when the consent is signed	CONV_DATE_SIGNATURE
Type of study	CONV_OBJET
Date of respondent's participation	CONV_DATE_DEBUT

| Professions Reported

- Audiologist
- Care Giver/Nurse Assistant
- Child Care Assistant
- Chiropractor
- Clinical Research/PhD/Lab
- Dentist/Dental Professional
- Dietician/Nutritionist
- Electro-Radiologists
- Med Tech or Paramedic
- Midwife
- Nurse (Non-Prescriber)
- Occupational Therapist
- Optician
- Optometrist
- Pharmacist
- Physician (MD, DO, Resident)
- Physiotherapist

| Japan Compliance

- M3 has a certified privacy mark for Lilly (and other) studies fielded in Japan
- Japan Privacy Mark 17001754

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THANK YOU

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<http://research.m3.com>