

RealLife Healthcare



RealityMine enables the world's leading healthcare organizations to engage with physicians' and patients' digital journey across all devices and on all major operating systems. Our permission-based data collection provides unique insights into the behavior of physicians and patients to understand more about their digital life and journeys.

Overview

RealityMine have been working with the wider research industry since 2012 and operate exclusively in the market research sector.

RealityMine provides a technology solution, through an app and web interface, that can capture unique digital data points from patients and physicians. The app collects granular detail on a respondent's digital life. It is ideal for qualitative work as the meter collects data points on all digital touch points – web, app and media usage on mobiles, laptops and tablets.

RealityMine adheres to the strict guidelines set out by the market research industry. We are GDPR and CCPA compliant, user participation is based on explicit consent from the individual user or respondent and incentivised for fixed duration of engagement. The app can be deployed on any engaged community or an external market research panel recruited to reflect a specific patient or physician audience.

Our Healthcare Product

The RealLife healthcare captures reach, frequency and duration of application and website use.

For the Healthcare sector specifically, RealityMine offers a PII compliant data collection:

- Applications – name and category of app used
- Websites – domain name and category of website used
- Whitelisting on request to configure data capture only to capture specific sites and categories of web & app data and exclude those that have no relevance for a Healthcare study, for example gambling and adult content. Full list of web and app inclusions must be submitted by the commissioning agency.

Overview of RealityMine Healthcare Data

1. Data Examples

Applications - Data Overview

The following fields are available in the report:

- App title
- App category
- Device model
- Device manufacturer
- Operating system
- Device type
- Duration

Top Apps in the US and the UK

App Name	US Sessions
Google Chrome	285,139
Facebook	227,844
SMS/MMS	218,579
Facebook Messenger	155,147
Safari	149,915
Gmail	139,771
Google	126,079
Email	57,944
Instagram	50,998
Internet (Android browser)	49,206
Yahoo! Mail	48,621
YouTube	45,488
Google Messenger	42,169
Twitter	36,045
Google Maps	25,406

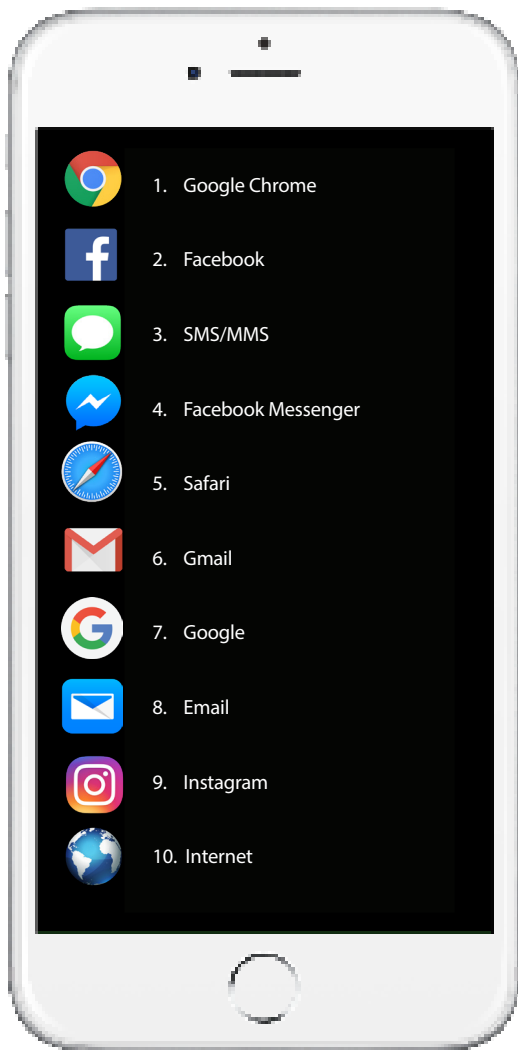
App Name	UK Sessions
Google Chrome	368,838
Facebook	359,843
Safari	335,700
WhatsApp	282,563
Google	229,843
Facebook Messenger	201,538
Gmail	144,528
Email	136,567
SMS/MMS	134,910
Instagram	122,797
Internet (Android browser)	113,948
Twitter	92,396
Microsoft Outlook	62,439
Snapchat	49,646
Google Maps	47,437

Applications - Data Overview Cont.

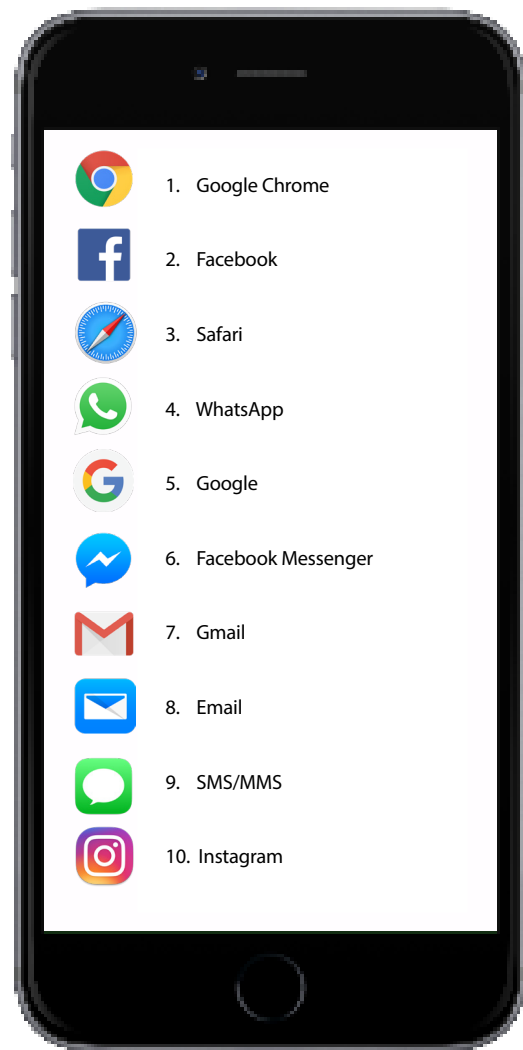
The following fields are available in the report:

- App title
- App category
- Device model
- Device manufacturer
- Operating system
- Device type
- Duration

Most Used Apps in the US and the UK



*The above illustrates most used apps in the US.



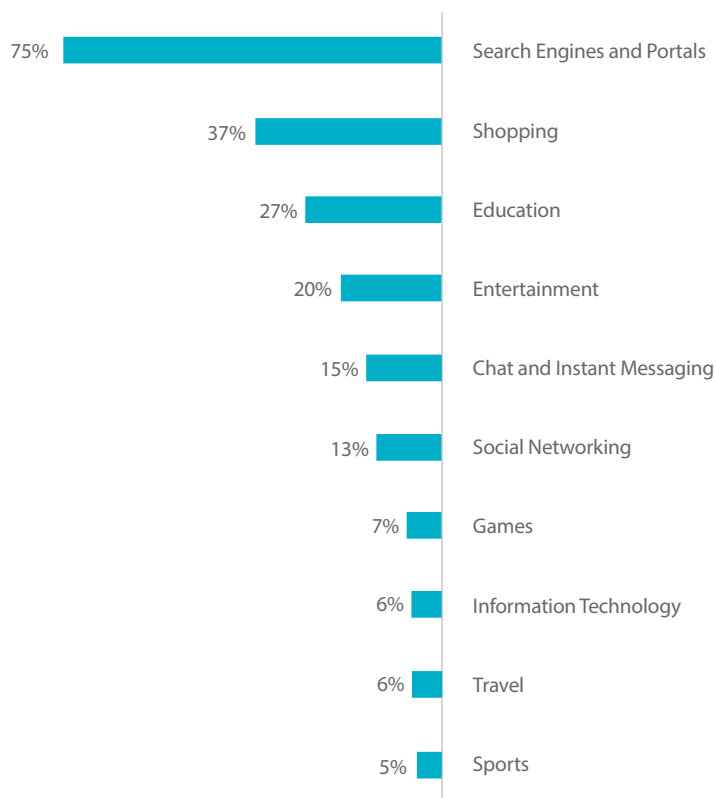
*The above illustrates most used apps in the UK.

Websites - Data Overview

The following fields are available in the report:

- Page URL
- Page domain
- Search terms
- Browser vendor
- Page duration
- Session duration

Reach by Category



2. Data Protection at RealityMine

RealityMine considers security of panellist data to be our highest priority. We have processes for all areas of our business to ensure that panellist data is secured.

- Secure Development Process
- Infrastructure Security
- Application Security
- Data Subject Access Requests Systems
- Data Deletion Systems
- ISO 9001 and 27001 certifications

3. Respondent recruitment

The commissioning agency recruits respondents to their study, this can be direct or through recruitment partners. The agency manages the relationship with all respondents from recruitment to project completion:

- Panel recruitment and incentivisation
- Panel compliance management
- Panel member communications – invites, reminders and any other communication
- Translation of legal documents (Terms & Conditions/Privacy Policy) as well as any supporting material required for the project (e.g. Installation instructions) if not already available from RealityMine.

RealityMine will assign a project manager to assist the agency and their recruitment partners to help with project set up and execution. The project manager will also help with best practice on recruitment, incentives and respondent engagement. For large scale multi-country studies, RealityMine can provide panellist excellence training to multiple recruiters.

4. Recruitment process flow

- Panellists are screened by commissioning agency and their recruitment partners for eligibility to participate including willingness to be metered.
- Panellists have to accept both the privacy policy and T&Cs to proceed to install the RealityMeter
- Panellists can proceed once they have accepted the Privacy Policy and T&Cs to download the meter using a pre-assigned code
- Panellist compliance overview is provided by RealityMine to track successful meter installs and subsequent meter activity for the agreed duration
- The meter is switched on at a set date and closed after the agreed duration of fieldwork
- At project close, the agency will ask panellists are asked de-install the meter

5. Personally Identifiable Information

The agency does not share any PII related to the participants with RealityMine. Before recruiting to the project, the agency will receive a batch of numeric number ids from RealityMine to assign to respondent in their participant group. The healthcare agency will assign a unique number to each respondent for purposes of incentives, data analysis and identification. Each respondent will enter the RealityMine system with their unique pre-assign id. RealityMine will only have access to the unique project assigned id (random numerical number). Only the agency, the data controller, will have permission to combine respondent name, survey data and digital data.

6. Data Deletion

Panelists can instruct the agency to request that their digital data is removed. The agency will share the specific numerical respondent id number to be deleted with RealityMine. Removal process is in accordance with GDPR.

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