SYSTEM AND METHOD OF ONGOING EVALUATION REPORTING AND ANALYSIS

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Related U.S. Application Data

Continuation of application No. 14/045,727, filed on Oct. 3, 2013, now abandoned, which is a continuation of application No. 12/561,515, filed on Sep. 17, 2009, now Pat. No. 8,577,716.

ABSTRACT

A research and development system that gathers feedback from patients and healthcare providers with respect to the their experience with various aspects of a supplier’s products in order to tabulate, consolidate, compare and analyze the data received rapidly and efficiently, and which can be used on successive iterations to determine future products and services.
FIG. 1
FIG. 2
Login Customer/Patient - Healthcare Provider Link

Order

Go to vitaMedMD.com

1-800-number Customer Service Assisted

Account Set-up

Registration of customer/patient Linking them with their associated Healthcare provider

FIG. 3
Administrator/Supplier selects desired product to be surveyed

Administrator/Client selects desired demographics of surveyors

Administrator/Client selects desired questions

Administrator/Client selects desired response options (i.e. Multiple choice, Ranked answers, Free text, etc.)

Administrator/Client assigns weighted values to the responses to score results

Administrator/Client assigns Compensation/Honorarium value

FIG. 4
Administrator/Client selects Start Date and End Date for automated Survey generation

Demographic Selection: Customer/Patient Name, Healthcare Provider Name, Gender, Age, Income level, Address, Product Name, Quantity, Order Date, Shipping Method, can all be displayed for each Date Range

Administrator/Client Assign Survey

Email invitation is generated with survey for each Customer/Patient or Healthcare Provider meeting the Demographic criteria with the associated survey link attached. Included is tracking ID for each Surveyor.

Analysis of Survey

Compensation / Honorarium

Resent at 2 and 4 weeks. After 4 weeks no further access to survey.

FIG. 5
FIG. 7

1. View Response Statistics
2. View Free Text Responses/Statistics
3. Display Statistics per Demographics or Category
4. View Analysis Report
# vitaMedMD Prenatal Vitamin and DHA

1. How important are the following in recommending vitaMedMD Prenatal Vitamin and DHA:

<table>
<thead>
<tr>
<th>A. vitaMedMD Prenatal Vitamin and DHA is a complete prenatal vitamin formula with 21 vitamins and minerals including 975mcg of folic acid.</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Not Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patient Specific Comment</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B. vitaMedMD Prenatal Vitamin and DHA is 100% vegetarian including a vegetarian prenatal softgel.</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Not Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patient Specific Comment</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C. vitaMedMD Prenatal Vitamin and DHA is the only non-fish and 100% vegetarian prenatal supplement meeting the NIH recommendations of 300mg DHA supplementation in pregnancy.</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Not Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patient Specific Comment</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>D. vitaMedMD Prenatal Vitamin and DHA has an exclusive chelated form of iron that is more easily tolerated and absorbed by pregnant women and provides the CDC recommended amount of iron supplementation in pregnancy.</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Not Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patient Specific Comment</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>E. vitaMedMD Prenatal Vitamin and DHA contains extra vitamin B6 to reduce pregnancy-induced nausea and fatigue.</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Not Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patient Specific Comment</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>F. vitaMedMD Prenatal Vitamin and DHA are taken in a single daily dose of tablet and softgel.</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Not Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patient Specific Comment</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>G. vitaMedMD Prenatal Vitamin and DHA has orange coating and flavoring of both the multivitamin and DHA softgel to eliminate aftertaste common in other supplements.</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Not Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patient Specific Comment</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

FIG. 8a
2. **vitaMedMD Prenatal Vitamin** contains 975mcg of Folic Acid. Prescription prenatal vitamins are negligibly different and include 1,000 mcg of Folic Acid. The recommended daily value of Folic Acid for pregnant and expecting women is 800mcg.

A. Are you satisfied with the Folic Acid content of the **vitaMedMD Prenatal Vitamin**?
- Yes
- No

Patient Specific Comment

B. Do you support that the 975mcg of Folic Acid in the **vitaMedMD Prenatal Vitamin** is clinically insignificant from the 1,000 mcg of Folic Acid in a typical prescription prenatal vitamin?
- Yes
- No

Patient Specific Comment

C. Do you believe that the 975mcg of Folic Acid in the **vitaMedMD Prenatal Vitamin** is important for pregnant and expectant women versus the only 800mcg of Folic Acid in most other nonprescription prenatal vitamins?
- Yes
- No

Patient Specific Comment

3. Do you prefer a DHA supplement that is plant-derived and not fish-oil based, reducing the risks of ocean borne contaminants including heavy metals, PCB's, dioxins and mercury?
- Yes
- No

Patient Specific Comment

4. Was the product well tolerated by your patients?
- Yes
- No

Patient Specific Comment

5. Please comment if you are aware of any ordering or shipping issues with respect to the product?
- No issues

Patient Specific Comment

6. Please provide any additional comments or suggestions regarding the products or vitaMedMD services.

No suggestions

Comment

FIG. 8b
7. How often would you recommend the following future vitaMedMD products?

<table>
<thead>
<tr>
<th>Category</th>
<th>Frequently</th>
<th>Sometimes</th>
<th>Not Very Often</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Chewable Prenatal Vitamins</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B. Kosher Prenatal Vitamins</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C. Anti-nausea/Vomiting Prenatal Vitamin</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>D. 600mg Calcium + 500 IU Vitamin D3 Calcium Chew</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E. Isoflavones/Phytoestrogen Supplements for bone preservation and treatment of vasomotor symptoms</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>F. Multivitamin/Antioxidant</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>G. Diet Suppressant/Weight Loss Supplement</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comment</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

8. Please provide any suggestions as to new products or services that you would like vitaMedMD to offer.

- [ ] No suggestions

<table>
<thead>
<tr>
<th>Comment</th>
</tr>
</thead>
</table>

9. Will you recommend vitaMedMD Prenatal Vitamin and DHA to your patients?

- [ ] Yes
- [ ] No

<table>
<thead>
<tr>
<th>Patient Specific Comment</th>
</tr>
</thead>
</table>

FIG. 8c
1. How important are the following in recommending vitaMedMD Chocolate Calcium Chews:

A. vitaMedMD Chocolate Calcium Chews contains 500mg of Calcium Carbonate in each small chocolate chew.

B. vitaMedMD Chocolate Calcium Chews contains 200 IU of vitamin D3 in each small chocolate chew.

C. The daily recommended calcium intake may be achieved by conveniently taking only two or three vitaMedMD Chocolate Calcium Chews a day.

D. vitaMedMD Chocolate Calcium Chews are made with real cocoa for sweet milk chocolate taste without the chalky and bitter aftertaste of the other brands.

E. Future vitaMedMD Chocolate Calcium Chews will include 600mg of Calcium and 500 IU of Vitamin D3 in each chocolate chew.

2. Was the product well tolerated by your patients?
   - Yes    - No

Please comment in the space below if your patients had any adverse events.

3. Please comment if you aware of any ordering or shipping issues with respect to the product?
   - No issues

4. Please provide any additional comments or suggestions regarding the Products or vitaMedMD services.
   - No suggestions

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FIG. 9a
5. How often would you recommend the following future vitaMedMD products:

<table>
<thead>
<tr>
<th>Product Description</th>
<th>Frequently</th>
<th>Sometimes</th>
<th>Not Very Often</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. 600mg Calcium + 500 IU Vitamin D3 Calcium Chew</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B. Isoflavones/Phytoestrogen Supplements for bone preservation and treatment of vasomotor symptoms</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Comment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C. Multivitamin/Antioxidant</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>D. Diet Suppressant/Weight Loss Supplement</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E. Chewable Prenatal Vitamin</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>F. Kosher Prenatal Vitamin</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>G. Anti-nausea/Vomiting Prenatal Vitamin</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comment</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

6. Please provide any suggestions as to new products or services that you would like vitaMedMD to offer.

- [ ] No suggestions

Comment: ____________________________

7. Will you recommend vitaMedMD Chocolate Calcium Chews to your patients?

- [ ] Yes
- [ ] No

Patient Specific Comment: ____________________________

FIG. 9b
SYSTEM AND METHOD OF ONGOING EVALUATION REPORTING AND ANALYSIS

CROSS-REFERENCES TO RELATED APPLICATIONS

[0001] This application claims priority to and is a continuation of U.S. Ser. No. 14/045,727, entitled "System and Method of Ongoing Evaluation reporting and Analysis," filed on Oct. 3, 2013, which is a continuation of U.S. Ser. No. 12/561,515, entitled "System and Method of Ongoing Evaluation reporting and Analysis," filed on Sep. 17, 2009 and issued on Nov. 5, 2013 as U.S. Pat. No. 8,577,716, the entire disclosures of which are incorporated herein by reference for any purpose.

FIELD OF THE INVENTION

[0002] The present invention relates to product development. It applies particularly to the analysis of feedback from customers, patients and healthcare providers to product suppliers, and will be described with particular reference thereto.

BACKGROUND OF THE INVENTION

[0003] Much of the research and development in the industry is currently done on an infrequent basis with limited customer feedback. Surveys are periodically sent out to a limited pool of customers with marginal quality feedback, relative to collection rates. This leads to lower quality products and substantial lag time in reacting to customers ever changing needs. Most companies doing traditional, episodic, and limited customer surveys take years to release new products and enhance existing products and services. This type of traditional market research and development results in: (1) limited success in discovering any gaps in the product portfolio, (2) considerable lag time in discovering product inconsistencies and quality issues, (3) prolonged development cycles, (4) poor customer satisfaction and retention, and (5) increased development cost, and therefore, increased cost to the customer.

[0004] Known solutions in the art include paper based periodic customer surveys, periodic telephone surveys, door to door/in-person surveys and periodic internet Spam surveys.

[0005] The present invention produces a quicker, more accurate, statistically superior, analytically and subjective based research product development system.

[0006] The present invention is a more efficient, statistically superior, product research and development system that efficiently and continuously collects high quality analytical and subjective customer data. Moreover, the continuous monitoring aspect of the system (enabled through a computer communication system) improves productivity, while reducing cost. The present invention is superior, faster and cheaper than other research and development systems.

[0007] Additionally, this system is suitable for dietary supplements because the Food and Drug Administration does not require dietary supplements to undergo pre-market approval for safety and efficacy. Instead, the FDA relies mostly on its adverse event reporting system to identify safety problems. However, because reporting is entirely voluntary, adverse event reporting systems typically detect only a small proportion of the events that occur. One FDA-commissioned study estimated that less than 1 percent of all adverse events associated with dietary supplements are actually reported.

BRIEF SUMMARY OF THE INVENTION

[0008] Throughout the description of the invention the terms "patient" and "healthcare provider," "doctor," or "physician" will be used. However, the term "patient" is defined herein to also mean other customers of supplements and healthcare services, regardless of whether a patient doctor relationship attaches. Similarly, the terms "healthcare provider," "doctor," or "physician" are defined herein to also mean other providers of healthcare services, regardless of whether a patient doctor relationship attaches.

[0009] Patients who have purchased items from a supplier whose information and email addresses are stored in the system and the above noted healthcare providers are extended email invitations to complete linked surveys.

[0010] Patients and healthcare providers report requested information via the system. Forms with questions and free text field to enter data collected are provided. Once the forms are completed, they are sent via the Internet and analyzed. This information is utilized to enhance current products/services and create new innovative products/services.

[0011] The present invention utilizes the Internet and gathers feedback from patients and healthcare providers with respect to their experience with various aspects of a company’s products and services in order to tabulate, consolidate, compare and analyze the data received which is used to determine future products and services.

[0012] The process starts with the healthcare providers receiving feedback from their patients relative to their experience with subject products. Healthcare providers are asked to gather a combination of analytical and subjective patient experience data. The healthcare providers enter this data into a form that may be accessed via the Internet. The healthcare providers also enter their own impressions and opinions relative to the subject products and services.

[0013] After the data has been fully analyzed, the information available from the system is used to determine characteristics of a future product pipeline, including enhancements to current products as well developing new product additions to the portfolio.

[0014] The reporting mechanism of the system results in measurements that help to understand the quality and capability of a product, including an index of qualities against a Six Sigma yardstick. Accordingly, this invention helps assure the development and changes to products and additional product lines based on verifiable data, rather than assumptions. As these changes come to market, the system’s cycle of continuous patient and healthcare provider feedback and resultant improvement continues.

[0015] The system produces quantifiable patient and healthcare provider feedback that can be immediately implemented resulting in sustained quality improvement.

[0016] Furthermore, the present invention will accelerate the improvement in all aspects of the business process from product development to customer service by improving quality and reducing waste and defects.

[0017] The system gathers demographics from every patient and the associated healthcare provider that buys a product from the system.

[0018] The system creates survey questions for patients and healthcare providers that can be customized to a specific product or service.

[0019] The system may also identify potential survey takers by captured demographic information and extend surveys
to only those whose demographics/experience would be most wanted with respect to a product or service.

[0020] The present system tabulates and analyzes the data with respect to demographics of its participants and survey responses for the company hosting and administering the system and can also be made available to any secondary client interested in aggregating specific survey response statistics through the defined pool of customers/patients and healthcare providers of the hosting company that will serve as surveyors.

[0021] The present system also provides a compensation mechanism for which an honorarium or other compensation can be provided to the surveyors to support product distribution and feedback compliance.

[0022] Accordingly, the present system will solve the lack of adverse reporting with respect to nutritional supplements. It will provide all the necessary information to evaluate an event including consumer, product, medical and manufacturer information as well as data needed to analyze any trends.

[0023] The present invention's reporting mechanism also results in specific measurements that help with understanding the qualities and capabilities of a product, and may index those qualities against a Six Sigma yardstick.

[0024] The present system is able to gather, tabulate, consolidate, compare and analyze the data received from multiple physicians.

[0025] Once the data is analyzed, the information will be used to determine the characteristics of future products created with the benefit of the information obtained by the system, including enhancements to current products and development of new product additions to a supplier's portfolio.

[0026] Accordingly, one objective of the present invention is to help assure that development and changes to current products and additional product lines are based on verifiable data, rather than assumptions. The method of continuous patient and healthcare provider feedback may result in constant product improvement.

[0027] Furthermore, the data-driven approach of the present invention allows for an accurate understanding of the customer's (patients and healthcare providers) transaction lifecycle. With this data, areas where significant value or improvement can be identified.

[0028] Another objective of the present invention is to provide accelerated product improvement in all aspects from price to product development to customer service by improving quality and reducing waste and defects.

[0029] Yet another objective of the present invention is a more efficient, statistically superior, product research and development system that efficiently and continuously collects high quality analytical and subjective customer data. Moreover, the continuous monitoring aspect of the system drastically reduces cycle time and improves productivity, while reducing cost.

[0030] Other objectives include the creation of a real time monitoring and development feedback loop between healthcare provider, patient and company erasing traditional product development gaps, elimination of current product issues and inconsistencies through constant monitoring, and elimination of lag from traditional new product to market research periods.

[0031] Other objectives include the provision of a quality feedback from critical healthcare provider constituency, continuous monitoring of customer and product success rates, provision of patient level data, consideration of analytical and subjective data to capture full customer experience, provision of the ability for a product supplier to personalize products quickly, reduction of overall cycle time for product development, provision of quick reaction time to product problems/issues, and provision of a broader customer base.

[0032] The present invention fulfills these objectives, as well as other needs and objectives, as will be apparent from the following description of the present invention. Still further advantages of the present invention will become apparent to those of ordinary skill in the art upon reading and understanding the following detailed description of the preferred embodiments.

BRIEF DESCRIPTION OF THE DRAWINGS

[0033] The invention may take form in various components and arrangements of components, and in various steps and arrangements of steps. The drawings are only for purposes of illustrating preferred embodiments and are not to be construed as limiting the invention.

[0034] FIG. 1 is a schematic diagram of the system for the obtaining and analysis of feedback from healthcare providers and patients.

[0035] FIG. 2 is a flow chart diagram of the system for the obtaining and analysis of feedback from healthcare providers and patients.

[0036] FIG. 3 is a flow chart diagram of the patient-healthcare provider link portion of the system of the invention.

[0037] FIG. 4 is a flow chart diagram of the supplier's survey development portion of the system of the invention.

[0038] FIG. 5 is a flow chart diagram of the supplier's survey development portion of the system of the invention.

[0039] FIG. 6 is a flow chart diagram of the survey selection and data acquisition portion of the system of the invention.

[0040] FIG. 7 is a flow chart diagram of the report generation portion of the system of the invention.

[0041] FIGS. 8a, 8b, and 8c are a sample survey generated by the system of the invention.

[0042] FIGS. 9a and 9b are a sample survey generated by the system of the invention.

DETAILED DESCRIPTION OF THE INVENTION

[0043] FIG. 1 schematically depicts a survey production, analysis and messaging system 100 configured for the obtaining and analysis of feedback from healthcare providers and patients. The system 100 can include a host server 110 configured for communicative coupling with an administrator 120 over a computer communications network 130 to different computing devices for different users of the system. The administrator 120 may be coupled to the host server directly or over a computer communications network 130. Similarly, the other users such as suppliers 140, healthcare providers 150 and patients 160 may be coupled to the host server 110 directly or over a computer communications network 130. The host server 110 may support the operation of the system 100; however, other means for supporting the operation of a system over a computer communications network are known in the art.

[0044] FIG. 2 provides a general flow chart diagram of the system 100 for obtaining feedback from healthcare providers and patients. As shown the program 210 provides interaction between the administrator 220, the supplier 230, the healthcare provider 240 and the patient 250. As shown, the program 210 includes several steps, including product selection, demographic selection, survey development, survey selection and data acquisition, survey analysis,
report generation and compensation/honorarium. The supplier 230 provides survey parameters for the program 210 and the program 210 then uses that data to create a survey form for selection and editing, if needed, by the supplier 230. The survey form is then provided to the healthcare provider 240 or the patient 250, or both, by means such as email or access to a webpage on a computer communications network. The responses to the survey by the healthcare provider 240 or patient 250, or both, is then input into the program 210. An honorarium or other compensation may be provided to the healthcare provider 240 or patient 250, or both, for participation in one or more surveys.

[0045] In addition, the responses provide information which can lead to improvements in the product supplied to the supplier 230, and a new survey may be taken regarding the new product. Several iterations may occur, where a survey is used for one or more features of the resulting product, in a more improved product, or one or more products with more advantageous features.

[0046] FIG. 3 illustrates a login process of the system 300 for the patient in the system to connect the patient with the healthcare provider. As shown, a login screen 310 or other equivalent means for accessing the system is provided. An order 320 is made for a particular product 320 by the patient or the healthcare provider. The order 320 may be made by either visiting the administrator’s or supplier’s website 330 or by dialing a customer service number 340 or by equivalent means. In one embodiment, the patient is identified and correlated with the patient’s healthcare provider whose identity has already been entered in the system. Once the patient has been identified as being in the care of the healthcare provider, the patient account is set up 350, and the patient is registered with the program and the patient is linked with the associated healthcare provider 360.

[0047] FIG. 4 illustrates the survey development portion of the system 400. In this portion, the administrator or supplier may select the product to be the subject of a survey 410. The selector then selects the desired demographics of the healthcare providers who will be responding to the surveys 420. The selector then selects desired questions 430 for the survey. The questions 420 may be included in a list, or the selector may provide original questions to be placed on the survey, or a combination may be used. If appropriate, the selector then selects the desired response options 440 for the survey taker. Such options 440 may include multiple choices, ranked answers, free text to be supplied by the survey taker, or the like. Then the selector may assign weighted values to the responses for scoring of the results 450 of the surveys. In addition, the selector may assign an honorarium or amount of compensation 460 for the healthcare provider or the patient, or both. In one embodiment, a data analysis collection and analysis program such as SharePoint may be used to prepare the survey of the system.

[0048] FIG. 5 illustrates the survey selection and data acquisition portion of the system 500. The selector may select a start date and an end date for the survey 510. The selector then may select desired demographics for the patient 520. Such demographics may include the patient’s name, healthcare provider’s name, gender, age, income level, address, product name, quantity prescribed or recommended, order date, shipping method, and the like. A display may be provided for the selector to provide preselected demographic requirements for each date range selected at 510.

[0049] Once the demographic selection 520 has been completed, the selector then may assign surveys 530 to be sent to one or more healthcare providers, patients or both. An email invitation 540 may be generated with each survey created. The email 540 may contain a link to a website having the individually created survey. Additionally, a tracking ID may be included for each survey to confirm that the right person is responding to the right survey.

[0050] If no response is provided within a predetermined time limit, an email may be resent one or more times 550 to the healthcare provider or patient taking the survey. For example, follow up emails may be sent after 2 and 4 weeks. After another preselected time, the reminders may stop, and access to the website having the survey may be denied.

[0051] If, however, the survey is answered to a predetermined amount of completion, then additional information 560 may be obtained from the healthcare provider to aid in the analysis of the responses to the survey 570. An analysis 570 can then be made of the data obtained from the patient, and, if applicable, the healthcare provider. Once the survey work has properly been completed, the system then can credit the patient and/or the healthcare provider for any predetermined compensation or honorarium due 580 for participation.

[0052] FIG. 6 provides a detailed view of the steps the considerations in the survey analysis 600. The analysis 600 may first include a calculation of responders versus non-responders 610. Then, sorting may occur by demographics 620. Once demographic sorting 620 is accomplished, the responses themselves are considered. The responses may include demographic responses 630 by the healthcare provider or patient, weighted value responses 640, and free text responses 650. Through the comparative analysis of the responses, a collective analysis 660 can be made.

[0053] FIG. 7 provides a detailed flow chart of the report generation step of the system 700. The supplier or administrator may view response statistics 710 in total. Then, the system 700 may make available statistics related to free text responses 720 and related to demographics and/or category of the product surveyed 730. The statistics view analysis report 740 in this step may be printed out, displayed on a graphical user interface, or the like. QuickBooks and Excel and equivalent database management programs may be adapted to provide the reporting step of the system.

[0054] FIGS. 8a, 8b, 8c, 9a, and 9b provide examples of surveys that may be generated by the invention 100. In FIGS. 8a, 8b, and 8c, a survey 800 is shown providing choices for weighted value responses to questions related to a product.

[0055] In this example, the survey 800 is directed to the healthcare provider, and a free text field is provided for inclusion of the healthcare provider’s comments relative to the patient or the patient’s comments, if the patient has provided any. In this example, the product is a prenatal vitamin and supplement; however, other products may be the subject of the survey. Similarly, FIGS. 9a and 9b show a different survey 900 for obtaining information on calcium chocolate chews.

[0056] As noted above, a product may be altered based upon information obtained by the surveys of this system, and new analysis may be made on surveys regarding the altered product. Trends may be revealed as to the efficacy of different alternations which may not be obtained through other systems.

[0057] In operation of the system, emails may be sent to the healthcare providers with a link to the system to make access to the system easy and convenient. At the link forms may be provided by the system with questions, and free text fields to
enter data collected may be provided to the healthcare provider. Once the forms are completed by the healthcare provider they may be sent via the computer communication system and analyzed. The analysis may be used in conjunction with the forms submitted by other healthcare providers relating to the same or similar products. The information obtained is utilized to enhance current products and create new innovative products.

[0058] It will be appreciated by persons skilled in the art that the present invention is not limited to what has been particularly shown and described herein above. In addition, unless mention was made above to the contrary, it should be noted that the accompanying drawings are not to scale. A variety of modifications and variations are possible in light of the above teachings without departing from the scope and spirit of the invention.

What is claimed is:

1. A method for a product supplier to gather feedback from healthcare providers and patients, comprising:
   - providing on-line surveys to the healthcare providers and patients;
   - obtaining responses to the on-line surveys from the healthcare providers and patients; and providing the ability for healthcare providers and patients to qualify for an honorarium linked to the submission of one or more responses to the on-line survey.

2. The method of claim 1, further comprising the steps of providing a registration link to patients to link patients to respective healthcare providers.

3. The method of claim 2, wherein the step of providing a registration link is providing a toll free telephone number and a link on a webpage.

4. The method of claim 1, wherein the step of providing on-line surveys is customizable by the product supplier.

5. The method of claim 1, wherein the step of providing on-line surveys is only taken for patients having preselected demographics.

6. The method of claim 4, wherein text in questions in the on-line survey are fully customizable.

7. The method of claim 4, wherein questions in the on-line survey are given weighted values.

8. A computer program product comprising a computer usable medium embodying computer usable program code for gathering feedback from healthcare providers and patients, comprising:
   - computer usable program code for providing on-line surveys to the healthcare providers and patients;
   - computer usable program code for obtaining responses to the on-line surveys from the healthcare providers and patients; and
   - computer usable program code for providing the ability for healthcare providers and patients to qualify for an honorarium linked to the submission of one or more responses to the on-line survey.

9. The computer program product of claim 8, further comprising computer usable program code for providing a registration link to patients to link patients to respective healthcare providers.

10. The computer program product of claim 9, wherein the computer usable program code for providing on-line surveys further comprises computer usable program code for customization of the on-line survey by the product supplier.

11. The computer program product of claim 10, wherein the computer usable program code for providing on-line surveys further comprises computer usable program code whereby on-line surveys are only provided to patients having preselected demographics.

12. The computer program product of claim 10, wherein the computer usable program code for customization of the on-line survey further comprises computer usable program code for fully customizing text in questions in the on-line survey.

13. The computer program product of claim 10, wherein the computer usable program code for customization of the on-line survey further comprises computer usable program code for giving questions in the on-line survey weighted values.

14. A research and development data processing system for product suppliers comprising: a survey creation application executing in a host server:
   - a survey login element for patients;
   - a survey customization element for product suppliers;
   - an honorarium qualification element; and
   - a data store of survey responses.

15. The research and development data processing system of claim 14, further comprising a demographic preselection element.

16. The research and development data processing system of claim 14, wherein the survey customization element further comprises a full text customization element.

17. The research and development data processing system of claim 16, wherein the survey creation application further comprises a question weighting element for each survey.

18. The research and development data processing system of claim 14, further comprising a tracking element for each survey created.

19. A method of monitoring adverse events for a dietary supplement product comprising:
   - selling the dietary supplement commercially;
   - collecting safety data from healthcare providers and patients by:
     - providing a survey to the healthcare providers and patients;
     - obtaining responses to the survey from the healthcare providers and patients; and
     - providing an honorarium to the healthcare providers and patients when the responses to the survey are obtained;
   - evaluating data collected in the survey to determine safety trends or adverse events; and
   - submitting the data to a regulatory agency.

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