

# Market Research, Surveys and Other Engagement Opportunities

**aapm&r**

American Academy of  
Physical Medicine and Rehabilitation

## GAIN INSIGHTS FROM PM&R PHYSICIANS THROUGH THE FOLLOWING OPPORTUNITIES.

- Surveys
- Market Research
- Advisory Panels
- Focus Groups



### How Does PM&R Panels Work?

PM&R Panels is a forum of PM&R physicians based on criteria your organization selects. The American Academy of Physical Medicine and Rehabilitation (AAPM&R) will work with your organization to define goals and identify the appropriate panel(s). The criteria for the panels is based on various data points AAPM&R member physiatrists have self-identified as part of their member profile. PM&R Panels have a maximum of 500 PM&R physicians. (The panel size is dependent on desired criterion.)

Available Criterion for PM&R Panels:

- In-training PM&R physicians
- Practicing PM&R physicians
- Subspecialty certification
- Years in practice
- Primary practice setting
- Core clinical focus
- Primary clinical areas of care
- Procedures and services



**AAPM&R IS HOME TO THE LARGEST GROUP OF PM&R PHYSICIANS.  
ENGAGE WITH US TODAY TO GAIN INSIGHTS  
FROM OUR ENGAGED MEMBERSHIP!**

**To discuss your needs and how to engage physiatrists, please contact us,  
[corporate-support@aapmr.org](mailto:corporate-support@aapmr.org) or call (847) 737-6000.**

# PM&R Panels Order Form



American Academy of  
Physical Medicine and Rehabilitation

Sponsor Name: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

Primary Contact Phone: \_\_\_\_\_

Primary Contact Email Address: \_\_\_\_\_

## PM&R Panel Criteria Selection

What are your primary goals for using PM&R Panels?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Please select as many of the following criteria as applicable. The criteria aligns with information AAPM&R member physiatrists have self-identified as part of their member profile. PM&R Panels can contain up to 500 PM&R physicians. The panel size is dependent on desired criterion, and AAPM&R will work with you to develop an appropriate panel based on your selections.

### Member Category:

Practicing Physicians  
Residents All  
Residents: PGY4  
Residents: PGY3  
Residents: PGY1-2

### Core Clinical Focus:

Central Nervous System Rehabilitation  
General and Medical Rehabilitation  
Musculoskeletal Medicine  
Pain Medicine and Neuromuscular Medicine  
Pediatric Rehabilitation/  
Developmental Disabilities

### Years in Practice:

(Only applicable for the  
Practicing Physician group)

1-10 years  
11-20 years  
21-30 years  
31-40 years  
More than 40 years

### Primary Areas of Care:

Brain Injury Rehabilitation  
Cancer Rehabilitation  
Cardiopulmonary Rehabilitation  
Complementary—Alternative Medicine  
Disability/Impairment Assessment  
Electrodiagnostic Medicine  
Geriatric Rehabilitation  
Hospice and Palliative Medicine  
Manual Medicine  
Neuromuscular Medicine  
Occupational Rehabilitation  
Orthopedic Rehabilitation  
Pain Medicine: Interventional  
Pain Medicine: Non-Interventional  
Pediatric Rehabilitation  
Prosthetics & Orthotics  
Rheumatological Rehabilitation  
Spinal Cord Injury Medicine  
Spine Medicine: Interventional  
Spine Medicine: Non-Interventional  
Sports Medicine  
Stroke/Neurological Rehabilitation

### Primary Practice Setting:

Private, Multispecialty Group Practice  
Private, Solo Practice  
Private, PM&R-only Practice  
Hospital  
Academic  
VA  
Employed by Insurance

### Subspecialty Certification:

Brain Injury Medicine  
Hospice and Palliative Medicine  
Neuromuscular Medicine  
Pain Medicine  
Pediatric Rehabilitation Medicine  
Spinal Cord Injury Medicine  
Sports Medicine

## Rules & Regulations

- No identifying information will be associated with responses.
- AAPM&R reserves the right to limit the number of surveys distributed in any given month.
- Follow-up questions such as: “if not, please explain,” count as one question.
- Multiple choice questions are limited to 7 response options per question.
- Sponsors are encouraged to provide ranges for answers, when possible, instead of allowing for an open-ended response.
- The maximum number of questions is 10, plus 1 identifying question.
- The survey will remain open for 2 weeks (including weekends).
- The price includes executive summary in a PDF format, including open-ended responses.
- Results are for the sponsor’s internal use only; no results may be included in externally-published materials without the expressed written consent of the American Academy of Physical Medicine and Rehabilitation (AAPM&R).
- AAPM&R must review and approve all survey materials prior to launch and reserves the right not to initiate the survey.
- A Letter of Agreement and an invoice will need to be created based on the project. Please email [corporate-support@AAPMR.org](mailto:corporate-support@AAPMR.org) for details. We look forward to working with you!

*Rules, regulations and implementation subject to change.*

We can help identify your target audience!