

**Summary of Spring 2002 Allergy Advisor Market Research Survey -
Used to Direct Future Software and Professional Learning Opportunity
Development**

Question or Attribute Being Surveyed	Answer Options	8 Respondents Had Never Previously Heard of Allergy Advisor	10 Respondents Had Evaluated a Demo of Allergy Advisor But Never Purchased It	9 Respondents Were Current Users of Allergy Advisor
Professional background.	Medical Doctor	2	3	2
	Registered Dietitian	6	1	6
	Other Food Professional	-	3	-
	Other Health Professional	-	1	-
	Other	-	2	1
 				
Would you say that a food allergy and intolerance diagnostic and management program is needed in your healthcare profession?	Yes	7	10	8
	No	1	-	1
 				
In your opinion what do you think most healthcare professionals are using to gather information on allergies and intolerances? (Please check all that apply.)	PC-based software	1	1	-
	Internet	7	6	3
	Books	6	7	7
 				
Based on the number of food allergy or food intolerance patients you see, would access to a lower-priced short-term subscription-based web version of the software be more appealing to you than a desktop PC-based copy of the software?	Yes	7	7	2
	No	1	2	7

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Please indicate the option(s) you would like to see regarding web-based subscription time-periods.	Pay each time you access.	4	1	1
	Monthly	-	-	2
	Quarterly	-	1	2
	Semi-annually	1	-	-
	Annually	3	6	4
How interested would you be in online educational opportunities pertaining to food allergies and intolerances being integrated (for an additional course fee) with a web-based version of Allergy Advisor?	Very interested.	5	4	2
	Somewhat interested.	1	3	6
	Not interested.	2	2	1

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If users had the option of paying an additional subscription premium for nutrient analysis functionality, how much value would you place on having a nutrient analysis software system integrated with a version of Allergy Advisor?	I would not be at all interested in having nutrient analysis integrated with Allergy Advisor.	1	2	4
	<p>I would like to see nutrient analysis integrated, but would still use the PC-based or web-based version of Allergy Advisor without this functionality.</p> <p>Current users of Allergy Advisor: I would like to see nutrient analysis integrated, but would still use my Allergy Advisor regularly without this functionality.</p>	7	4	3
	<p>Without nutrient analysis, I would be very unlikely to use the PC-based or web-based version of Allergy Advisor.</p> <p>Current users of Allergy Advisor: Without nutrient analysis, I use my Allergy Advisor less often.</p>	-	2	2